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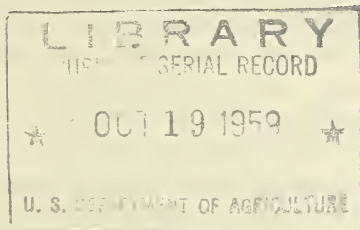
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CONSUMER PURCHASES OF

Selected Fruits and Juices

July 1959



CPFJ- 88

UNITED STATES DEPARTMENT OF AGRICULTURE

Agricultural Marketing Service

WASHINGTON D.C.

PREFACE

This report presents estimated total household consumer purchases of fresh citrus fruits, canned juices, and frozen concentrated juices and ades. These data represent projections to national totals based on reported purchases, and related information, from a representative national sample of approximately 6,000 household consumers.

A committee of the Florida industry working with representatives of the Department and the Market Research Corporation of America has reviewed the accuracy of the data presented in this series of reports. Based on past experience, and comparison with packers' reports, Bureau of Census stock reports, and estimates of use other than by householders, the committee agreed that projection of purchases by the Market Research Corporation of America consumer panel to a national total basis results in an over-estimate of purchases of frozen concentrated orange juice and canned single-strength grapefruit juice. However, for each of these products, these data are considered as reliable indicators of both trends and relative changes in household purchases from one period to another.

The reports are issued as a part of a program financed cooperatively by participating fruit industry groups and the U. S. Department of Agriculture with funds provided under the Agricultural Marketing Act.

All data for single months in the report are based on 4-week periods (28 days) in order to permit comparisons between periods of equal length.

September 1959

Based on data collected by the Market Research Corporation of America, under contract with the U. S. Department of Agriculture.

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CONSUMER PURCHASES OF SELECTED FRUITS AND JUICES
July 1959

By Clive E. Johnson
Market Development Branch
Marketing Research Division
Agricultural Marketing Service

: The data in this report represent estimated total purchases :
: by household consumers only and do not include those by hotels, :
: restaurants, hospitals, or other institutional outlets. Data for:
: single months are for 4-week periods (28 days) to permit compari-:
: sons between periods of equal length. :

SUMMARY

Household purchases of selected fruits and juices totaled about the same in July 1959 as in July a year earlier. Purchases of frozen concentrated orange juice remained at a relatively low level, despite a substantial increase over the small July 1958 volume. Buying of chilled orange juice rose 6 percent and somewhat greater gains were reported in retail purchases of canned tomato and canned lemon juices. Fresh oranges and grapefruit were bought in substantially greater quantity than a year earlier. On the other hand, July purchases of canned orange juice and canned pineapple juice dropped substantially in comparison with the same month of a year earlier. Prune juice, single-strength and shelf-pack orangeades, the miscellaneous canned single-strength and frozen concentrated juices, canned grapefruit sections, and fresh lemons were off from 5 to 15 percent. Purchases of canned grapefruit juice, pineapple-grapefruit drink, and frozen concentrated lemonade were about the same as those in July 1958.

Prices paid for fresh oranges and grapefruit in July 1959 were well below those of a year earlier, and moderate price declines were reported for frozen orange concentrate and tomato juice. Higher prices, however, were paid for most other products. Consumers spent about \$69 million for selected products in July, about the same amount as in the preceding July.

CONCENTRATED JUICES AND ADES

About 4 million gallons of frozen concentrated orange juice was purchased for home use in July 1959. This was a 22-percent increase over a year earlier, when purchases were small as a result of curtailed production that followed the severe freeze damage to Florida citrus crops. Buying averaged 6.6 cans (6-ounce) in July for the 24.5 percent of the Nation's families that purchased during the month. Gains of about 2 percentage points were made in the proportion of families buying and 11 percent in the size of purchase. Retail prices averaged 22 cents per can, 2.2 cents less than in July 1958.

July purchases of frozen orange concentrate, however, were about 21 percent less than the 1954-56 average for the month, reflecting a sizable decline in the proportion of families buying, and a somewhat smaller size of purchase. This product was produced in record volume in the 1958-59 season--about 80 million gallons.

The average buying family spent \$1.46 for frozen orange concentrate during the month, the same as in July 1958, but substantially more than the July average for earlier years. ^{1/} Total consumer expenditures amounted to about \$18.9 million for the month, a gain of 11 percent over July 1958, and 13 percent over the 1954-56 July average. This was about double the total amount spent for fresh oranges, and nearly the same as the amount spent for all canned single-strength juices (tables 1 and 7, fig. 16).

Purchases of frozen concentrated juices other than orange dropped 124,000 cases or 14 percent from the July 1958 level. These juices were bought at an average price of 18.9 cents per 6-ounce can, a little more than was paid a year earlier (table 12).

About 2.7 million gallons of frozen concentrated lemonade was bought for home use in July. This represented a relatively small seasonal gain over June, and a slightly smaller quantity than was bought in July 1958. Nevertheless, total purchases for the season, beginning with October 1958, were about 11 percent ahead of the corresponding 1957-58 period. Purchases averaged 6.5 cans (6-ounce) for the 17 percent of the Nation's families that bought the product. Retail prices at 10.4 cents per can were about the same as in the preceding July. The average household expenditure for the product, 68 cents, and the total consumer expenditure, approximately \$6 million, were also about the same as in July 1958 (table 8).

Shelf-pack orangeade purchases dropped 15 percent from July 1958 to 126,000 gallons in July 1959. The decline was associated with decreases in both the proportion of families buying and in the average size of purchase. The average purchase, 4.1 cans (6-ounce) per buying family, was made at a price of 18.8 cents per can, 1 cent higher than a year earlier (table 9).

SINGLE-STRENGTH JUICES, ADES, AND DRINKS

Purchases of chilled orange juice increased 6 percent from July 1958 to 1.8 million gallons, reflecting a larger proportion of families buying. The average size of purchase per buying family, however, at 3.5 quarts, was about 12 percent smaller. Retail prices were up 0.9 cent to 42.1 cents per quart. The average buying household spent \$1.47 for the product, compared with \$1.64 in July 1958. Total consumer expenditures for the month, however, were up about 8 percent to \$3.1 million (tables 2 and 13).

Retail purchases of canned orange juice, about 623,000 cases, continued to be only about half as great as the volume a year earlier, reflecting low production. Purchases averaged 1.8 cans (46-ounce) for the 6 percent of the Nation's families that bought--both of these factors were well below July 1958 levels. Retail prices rose to 45.4 cents per 46-ounce can, a new high for this 10-year series. Expenditures per buying family held at the year

^{1/} Data in this report on purchases and expenditures are for 28-day periods to facilitate comparisons.

earlier amount of 88 cents, while total expenditures, \$2.9 million, were down 36 percent from the preceding July, and 20 percent from the 3-year average (table 14). 2/

July purchases of canned grapefruit juice, 671,000 cases, were almost identical with the low volume of a year earlier. Purchases averaged 2 cans (46-ounce) for the 6 percent of the Nation's families that bought. Retail prices at 31.7 cents, were 0.7 cent lower than in July of 1958. Expenditures of consuming families averaged 67 cents in July, about 2 cents less than a year earlier. Total expenditures amounted to about \$2.1 million, 19 percent less than the 3-year average for the month (table 15).

Retail purchases of lemon juice climbed 11 percent over July 1958 to reach a 4-year peak of 125,000 cases. An increase in the size of the average purchase per buying family accounted for the gain. The 4.5 percent of the Nation's families buying was nearly the same as a year earlier. On the average, a 5 1/2-6-ounce can of lemon juice retailed at 10.6 cents, the same as a year earlier. Expenditures, on the basis of prices paid for all sizes of containers, averaged 46 cents per buying family for the month, 7 cents more than a year earlier. Total expenditures were up 19 percent to about \$1.1 million (table 16).

Declining purchases and rising prices characterized the pineapple juice picture. Purchases dropped about a third from July a year earlier to a 9-year low of 836,000 cases. Retail prices were up nearly 4 cents to 33.4 cents per 46-ounce can, the highest in 9 years. Less than 9 percent of the Nation's families bought the product, compared with about 12 percent buying in July 1958. Expenditures per buying family averaged 61 cents for the month. Total July expenditures amounted to about \$2.7 million, substantially less than a year earlier (table 17).

July purchases of prune juice totaled 492,000 cases, 13 percent less than a year earlier. A decline in the proportion of families buying, along with the smaller size of purchase, was associated with the drop in volume. Retail prices, 43.4 cents per quart bottle, were 9.5 cents higher than in the preceding July. Families buying spent an average of 88 cents for the product, compared with 75 cents in July 1958. Total expenditure increased 12 percent to about \$3 million (table 19).

Tomato juice purchases, at 1.7 million cases, exceeded the July 1958 volume by about 9 percent. On a buying-family basis, purchases averaged 2.1 cans (46-ounce), or 18 percent more than a year earlier. Much of this gain, however, was offset by the decline in the proportion of families buying to the lowest level in nearly a year. Tomato juice prices averaged 26.9 cents per 46-ounce can in the retail market, 2.2 cents less than a year earlier and well below prices paid for other individually reported single-strength juices, ades, or drinks. The average buying household spent 61 cents for this juice, or 5 cents more than in July 1958. Total expenditures held at about \$4.7 million (table 20).

2/ Expenditures for canned single-strength juices and for canned grapefruit sections are based on unpublished price data which take into account prices paid for all sizes of containers. Expenditures for other products are based on size of unit as reported.

Purchases of canned single-strength juices other than the 6 individually reported totaled 1.8 million cases, 5 percent less than the July 1958 volume. Purchases of these juices averaged 1.8 cans (46-ounce) per buying family, with about 18 percent of the Nation's families making a purchase during the month (table 12).

In total, household consumers purchased 6.3 million cases of canned single-strength juices in July, a decline of 15 percent from the July 1958 volume. About 43 percent of the Nation's families bought single-strength juices during the month. Purchases averaged 2.6 cans (46-ounce) per buying family (table 11).

About 956,000 cases of pineapple-grapefruit drink were bought in July 1959. This volume represented a slight decline from the preceding July. Purchases averaged 2.1 cans (46-ounce) per buying family, with about 8 percent of the Nation's families buying. Prices paid averaged 30.9 cents per can, 1.3 cents more than a year earlier. At this price per 46-ounce can, expenditures averaged 66 cents per buying family. Total expenditures were about \$2.8 million, a little more than in July 1958 (table 18).

With fewer families buying, purchases of single-strength orangeade dropped 9 percent from July 1958 to about 542,000 cases. Purchases also were down from June, in contrast to the usual seasonal upturn between the 2 months. The average 46-ounce can of orangeade cost consumers 29.2 cents, 1.1 cents more than a year earlier. Buying-family expenditures at this price averaged 72 cents for the month, an increase of about 7 cents over a year earlier. Total expenditures dropped about 5 percent to \$1.5 million (table 21).

FRESH AND CANNED FRUIT

Household consumers purchased about 1 million boxes of fresh oranges in July, a 24-percent increase over July 1958. The proportion of families buying rose from about 17 to 20 percent, and the average size of purchase per buying family, at about 22 oranges, was moderately larger. On the average, a dozen oranges cost consumers 51.6 cents, 11.2 cents less than a year earlier. Those families buying spent 96 cents for oranges during the month, compared with \$1.12 in July 1958. Total expenditures, \$9.7 million, however, were about the same (tables 3, 22-24, fig. 17).

Purchases of California-Arizona oranges, 770,000 boxes, were up 31 percent from July 1958. Prices paid for these oranges were down 13 cents to 51.9 cents a dozen. Purchases of Florida oranges, with the season about completed, dropped 6 percent in relation to a year earlier. Florida oranges retailed at an average price of 48.3 cents per dozen, 14.6 cents less than in the preceding July. Purchases of oranges not identified as to area of production increased about 17 percent, and retail prices, about 52 cents per dozen, were 2 cents lower.

About 312,000 boxes of grapefruit were purchased for home use in July, a gain of 38 percent over a year earlier. The average buying family bought about 7.4 grapefruit, moderately more than in the preceding July, and the

proportion of families buying rose from about 5 to 6 percent. Grapefruit brought \$1.23 a dozen in the retail market, about 14 cents less than in July 1958. On the average, a buying family spent 76 cents in July for grapefruit, 4 cents less than a year earlier. Total expenditures at \$2.4 million, however, were 18 percent greater.

Purchases of Florida grapefruit (about 47 percent of the total volume) were about triple the July 1958 volume. These grapefruit retailed at \$1.17 per dozen, a decline of 34 cents. Purchases of California-Arizona grapefruit, (about 27 percent of total) dropped 13 percent from a year earlier. Prices paid averaged \$1.29 cents, about 5 cents less. Buying of unidentified grapefruit held at the volume of a year earlier, and the average price of \$1.23 cents per dozen was down about 14 cents (tables 25-27).

Retail purchases of canned grapefruit sections amounted to 276,000 cases, about 6 percent less than in July 1958. Total purchases for the season, beginning with October 1958, were about 11 percent behind the corresponding period of 1957-58. Retail prices were up 0.9 cent to 21.1 cents per No. 303 can. The average buying family spent 78 cents for grapefruit sections, about 2 cents more than in July 1958. Total expenditures, however, remained at about \$1.8 million (table 28).

Lemon purchases were slow in July. There was a relatively small seasonal upturn from June, and the total purchase volume, 530,000 boxes, was down 9 percent in comparison with a year earlier. The loss in volume was associated with fewer families buying. The indicated 1958-59 lemon crop was slightly larger than in the preceding season, but fewer lemons were available for fresh use as a larger proportion of the crop was utilized for processing. Retail prices declined 0.5 cent to average 42.2 cents per dozen. Expenditures for lemons averaged about 49 cents per buying family in both July 1958 and 1959. The total expenditure in July 1959, \$6.2 million, however, was down 10 percent from a year earlier (table 29).

About 440,000 dozen fresh limes were bought by householders in July, an average of about 9 limes per buying family. July retail prices averaged 38.9 cents per dozen (table 3).

Table 1.--Concentrated juices and ades: Summary consumer purchases, percentage of families buying and average prices paid, July 1959 and 1958 (4-week period)

Commodity	Total purchases		Purchases per buying family				Percentage of families buying		Average prices paid		
			Number		Volume						
	1959	1958	1959	1958	1959	1958	1959	1958	Unit	1959	1958
	1,000	1,000									
	<u>gallons</u>	<u>gallons</u>	<u>Number</u>	<u>Number</u>	<u>Ounces</u>	<u>Ounces</u>	<u>Percent</u>	<u>Percent</u>	<u>Ounces</u>	<u>Cents</u>	<u>Cents</u>
Frozen juices:											
Orange	4,018	3,284	2.1	2.1	19.0	17.2	24.5	22.9	6	22.0	24.2
Other	734	858	1/	1/	15.0	1/	1/	1/	6	18.9	1/
Total	4,752	4,142	2.4	2.3	18.2	16.6	27.0	27.1			
Frozen ades:											
Lemon	2,708	2,786	1.6	1.6	24.4	24.8	16.9	18.4	6	10.4	10.3
Lime	2/	1/	2/	1/	2/	1/	.9	1/	6	2/	1/
Shelf-pack orangeade	126	148	1.5	1.5	16.4	17.3	1.2	1.4	6	18.8	17.8

1/ Data not available. 2/ Too few purchases reported for analysis.

Table 2.--Single-strength juices, ades and drinks: Summary consumer purchases, percentage of families buying and average prices paid, July 1959 and 1958 (4-week period)

Commodity	Total purchases		Purchases per buying family				Percentage of families buying		Average prices paid		
			Number		Volume						
	1959	1958	1959	1958	1959	1958	1959	1958	Unit	1959	1958
	1,000	1,000									
	<u>gallons</u>	<u>gallons</u>	<u>Number</u>	<u>Number</u>	<u>Ounces</u>	<u>Ounces</u>	<u>Percent</u>	<u>Percent</u>	<u>Ounces</u>	<u>Cents</u>	<u>Cents</u>
Chilled orange juice	1,815	1,714	3.0	3.3	37.3	38.6	4.0	3.4	32	42.1	41.2
	1,000	1,000									
	<u>cases</u>	<u>1/ cases</u>	<u>Number</u>	<u>Number</u>	<u>Ounces</u>	<u>Ounces</u>	<u>Percent</u>	<u>Percent</u>	<u>Ounces</u>	<u>Cents</u>	<u>Cents</u>
Canned juices:											
Orange	623	1,277	1.6	1.8	50.7	58.4	6.3	10.4	46	45.4	35.2
Grapefruit	671	674	1.5	1.6	62.5	58.9	5.8	6.1	46	31.7	32.4
Lemon	125	113	1.3	1.3	17.3	15.9	4.5	4.6	5 1/2-6	10.6	10.6
Prune	492	566	1.7	1.7	37.3	40.9	6.3	6.8	32	43.4	33.9
Pineapple	836	1,239	1.4	2/	57.0	2/	8.7	12.1	46	33.4	29.5
Tomato	1,712	1,573	1.5	1.5	63.6	53.7	15.0	17.2	46	26.9	29.1
Other	1,813	1,906	1.8	2/	45.3	2/	18.4	2/	46	38.1	2/
Total	6,272	7,348	2.4	2/	50.4	2/	43.1	2/			
Single-strength orangeade	542	594	1.4	1.4	80.8	75.9	3.9	4.6	46	29.2	28.1
Pineapple-grapefruit drink	956	973	1.4	2/	69.7	2/	8.4	8.8	46	30.9	29.6

1/ Equivalent cases 24 No. 2 cans. 2/ Data not available.

Table 3.--Fresh and canned fruit: Summary consumer purchases, percentage of families buying and average prices paid, July 1959 and 1958 (4-week period)

Commodity	Total purchases		Purchases per buying family:				Percentage of families buying		Average prices paid per dozen	
			Number		Volume					
	1959	1958	1959	1958	1959	1958	1959	1958	1959	1958
	1,000 boxes	1,000 boxes	Number	Number	Units	Units	Percent	Percent	Cents	Cents
Fresh oranges:										
California-Arizona	770	587	1.9	1.9	11.6	10.6	16.2	13.4	51.9	64.8
Florida	98	104	1.6	1.9	13.1	11.3	1.8	1.9	48.3	62.9
Unidentified	111	95	1.3	1.3	11.5	10.9	3.3	3.1	52.4	54.3
Total 1/	992	801	1.9	2.0	11.7	10.7	19.9	17.0	51.6	62.8
Fresh grapefruit:										
California-Arizona	84	97	1.7	1.7	3.9	3.8	2.0	2.5	129.4	134.0
Florida	146	36	1.7	1.5	4.3	3.0	2.9	1.1	116.8	150.4
Unidentified	78	79	1.5	1.6	3.6	3.9	2.2	2.2	122.6	136.9
Total 1/	312	226	1.9	1.9	3.9	3.7	6.3	5.3	122.7	137.0
Lemons	530	585	1.7	1.7	8.2	8.0	25.3	29.3	42.2	42.7
Limes	2/440	3/	1.2	3/	7.4	3/	1.2	3/	38.9	3/
	1,000 cases 4/	1,000 cases 4/	Number	Number	Ounces	Ounces	Percent	Percent	Cents 5/	Cents 5/
Canned grapefruit sections	276	292	1.6	1.6	36.8	37.3	4.4	4.7	21.1	20.2

1/ Includes purchases of Texas fruit. 2/ Thousands of dozens. 3/ Data not available. 4/ Equivalent cases 24 No. 2 cans--480 ounces per case. 5/ Price per No. 303 can.

Table 4.--Consumer purchases of orange products, equivalent boxes of fresh oranges, October 1957 to date

Period 1/	Fresh oranges		Frozen concentrated orange juice		Canned single-strength orange juice		Chilled orange juice 2/		Total	
	1958-59	1957-58	1958-59	1957-58	1958-59	1957-58	1958-59	1957-58	1958-59	1957-58
	1,000 boxes	1,000 boxes	1,000 boxes	1,000 boxes	1,000 boxes	1,000 boxes	1,000 boxes	1,000 boxes	1,000 boxes	1,000 boxes
Oct.	750	1,526	2,871	4,037	620	724	328	296	4,569	6,583
Nov.	1,176	2,162	2,796	3,981	526	750	352	308	4,850	7,201
Dec.	2,474	3,039	2,513	3,649	469	595	314	295	5,770	7,578
Oct.-Dec.	4,749	7,343	8,794	12,557	1,721	2,218	1,058	983	16,322	23,101
Jan.	2,585	2,666	2,968	3,557	475	836	356	390	6,384	7,449
Feb.	2,623	2,670	3,016	3,401	484	809	378	396	6,501	7,276
Mar.	2,465	2,297	2,970	3,353	416	976	355	417	6,206	7,043
Oct.-Mar.	13,085	15,578	18,479	23,750	3,199	5,100	2,232	2,300	36,995	46,728
Apr.	2,466	1,884	2,980	3,090	440	937	346	395	6,232	6,306
May	1,976	1,686	2,768	3,030	389	893	343	386	5,476	5,995
Jun.	1,401	1,125	2,724	2,570	357	827	311	384	4,793	4,906
Oct.-Jun.	19,210	20,651	27,533	33,149	4,453	7,954	3,307	3,550	54,503	65,304
Jul.	992	801	2,640	2,519	373	796	323	315	4,328	4,431
Aug.		685		2,506		677		279		4,147
Sep.		660		2,677		635		294		4,266
Season		22,970		41,460		10,192		4,526		79,148

1/ Monthly data are for 4-week (28-day) periods to facilitate comparisons. Season-to-date purchases, however, are for 13-week quarters. 2/ Based on yield of canned single-strength orange juice.

Table 5.--Consumer purchases of grapefruit products, equivalent boxes of fresh grapefruit, October 1957 to date

Period 1/	Fresh grapefruit		Canned single-strength grapefruit juice		Canned grapefruit sections		Total	
	1958-59	1957-58	1958-59	1957-58	1958-59	1957-58	1958-59	1957-58
	1,000	1,000	1,000	1,000	1,000	1,000	1,000	1,000
	<u>boxes</u>	<u>boxes</u>	<u>boxes</u>	<u>boxes</u>	<u>boxes</u>	<u>boxes</u>	<u>boxes</u>	<u>boxes</u>
Oct.	291	1,152	527	715	231	180	1,049	2,047
Nov.	1,243	1,726	495	667	194	164	1,932	2,557
Dec.	1,664	1,825	375	554	142	134	2,181	2,513
Oct.-Dec.	3,543	5,146	1,499	2,099	602	513	5,644	7,758
Jan.	2,105	2,000	446	722	158	199	2,709	2,921
Feb.	2,376	2,336	432	639	159	185	2,967	3,160
Mar.	2,178	2,193	505	596	144	159	2,827	2,948
Oct.-Mar.	10,749	12,266	3,007	4,209	1,107	1,091	14,863	17,566
Apr.	1,958	1,638	647	657	167	187	2,772	2,482
May	1,383	1,085	648	610	144	203	2,175	1,898
Jun.	774	496	523	560	168	209	1,465	1,265
Oct.-Jun.	14,992	15,656	4,943	6,161	1,631	1,745	21,566	23,562
Jul.	312	226	495	504	199	196	1,006	926
Aug.		137		508		183		828
Sep.		81		497		222		800
Season		16,128		7,794		2,393		26,315

1/ Monthly data are for 4-week (28-day) periods to facilitate comparisons. Season-to-date purchases, however, are for 13-week quarters.

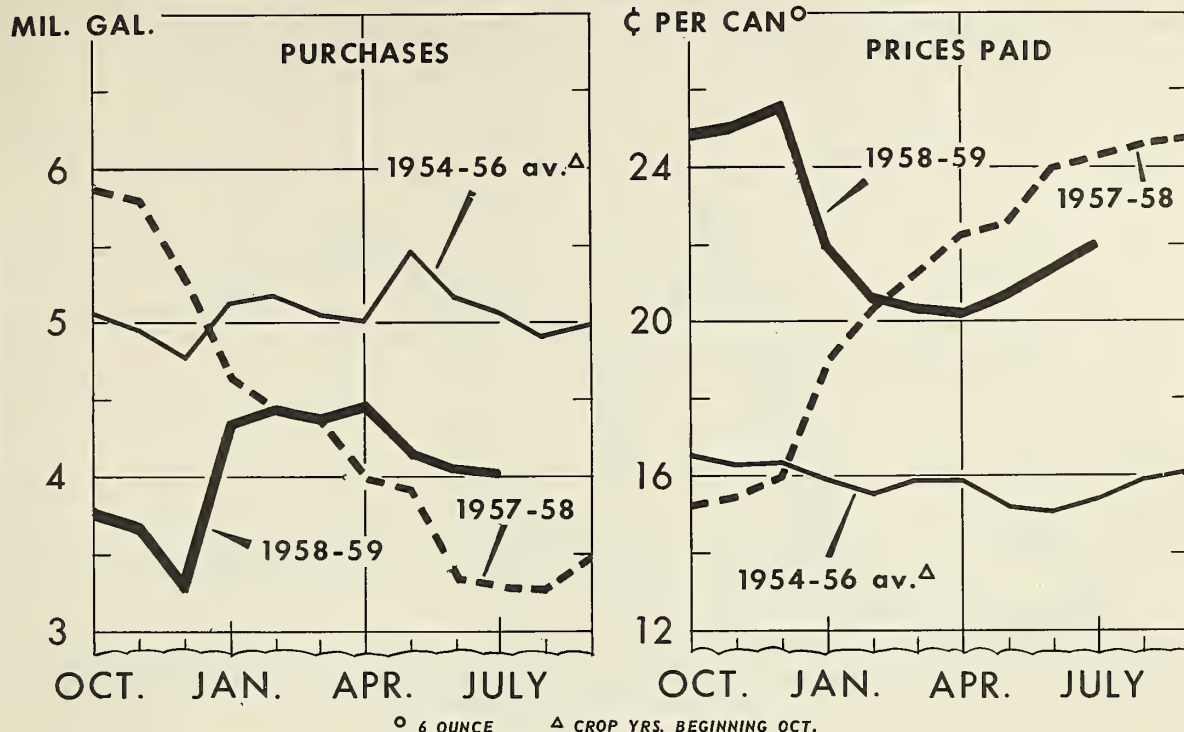
Table 6.--Consumer purchases of lemon products, equivalent boxes of fresh lemons, October 1957 to date

Period 1/	Fresh lemons		Lemon juice		Frozen concentrated lemonade		Total	
	1958-59	1957-58	1958-59	1957-58	1958-59	1957-58	1958-59	1957-58
	1,000	1,000	1,000	1,000	1,000	1,000	1,000	1,000
	<u>boxes</u>	<u>boxes</u>	<u>boxes</u>	<u>boxes</u>	<u>boxes</u>	<u>boxes</u>	<u>boxes</u>	<u>boxes</u>
Oct.	248	259	61	49	99	88	408	396
Nov.	201	226	44	46	50	48	295	320
Dec.	203	243	55	52	41	43	299	338
Oct.-Dec.	703	790	168	161	196	188	1,067	1,139
Jan.	189	261	53	39	36	38	278	338
Feb.	220	242	53	48	36	40	309	330
Mar.	227	251	54	56	55	46	336	353
Oct.-Mar.	1,395	1,604	339	313	335	327	2,069	2,244
Apr.	296	295	58	57	111	92	465	444
May	393	363	102	70	311	235	806	668
Jun.	484	508	96	87	525	432	1,105	1,027
Oct.-Jun.	2,746	2,888	627	541	1,494	1,216	4,867	4,645
Jul.	530	585	129	116	571	588	1,230	1,289
Aug.		538		91		559		1,188
Sep.		317		67		205		589
Season		4,429		837		2,678		7,944

1/ Monthly data are for 4-week (28-day) periods to facilitate comparisons. Season-to-date purchases, however, are for 13-week quarters.

FROZEN CONCENTRATED ORANGE JUICE

Consumer Purchases and Prices Paid



U. S. DEPARTMENT OF AGRICULTURE

Figure 1

NEG. 6645-59 (9) AGRICULTURAL MARKETING SERVICE

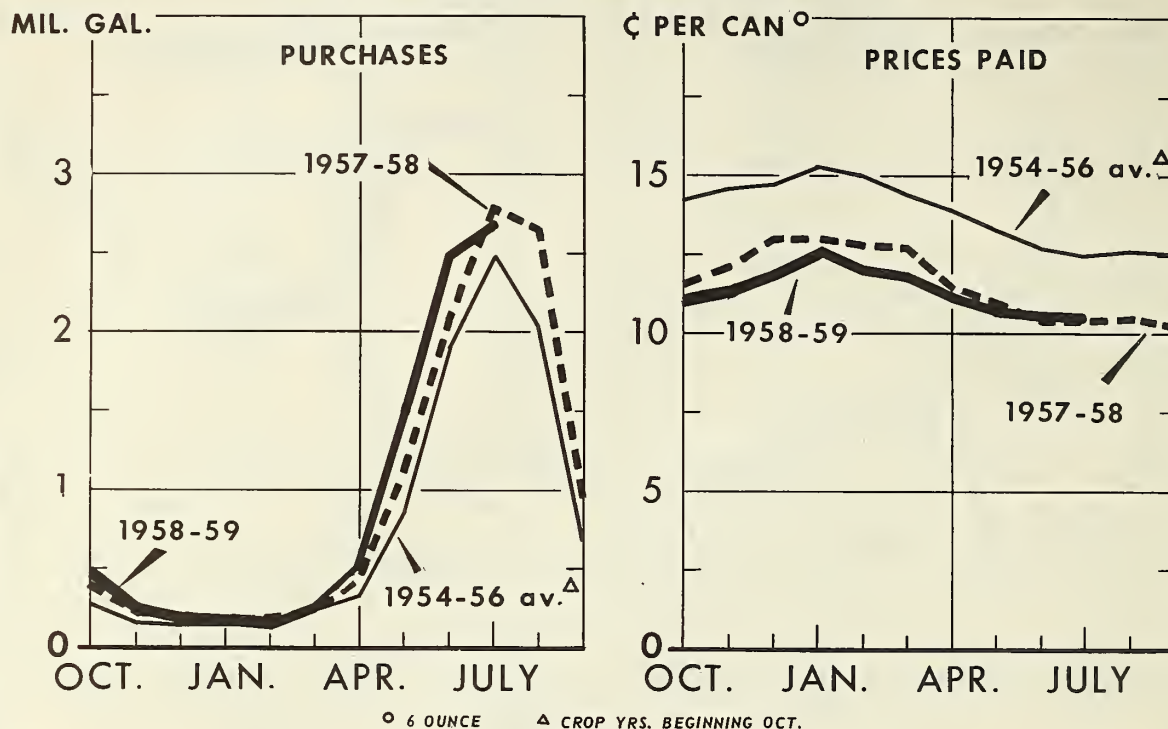
Table 7.--Frozen concentrated orange juice: Consumer purchases, percentage of families buying, and average prices paid, October 1957 to date and 3-year monthly average 1954-56

Period 1/	Purchases			Families buying			Prices paid per 6-oz. can		
	1958-59	1957-58	Average	1958-59	1957-58	1956-57	1958-59	1957-58	Average
			1954-55/ 1956-57						1954-55/ 1956-57
	1,000 gallons	1,000 gallons	1,000 gallons	Percent	Percent	Percent	Cents	Cents	Cents
Oct.	3,743	5,851	5,064	24.4	30.9	29.3	24.8	15.2	16.6
Nov.	3,646	5,770	4,955	24.1	31.2	28.6	25.0	15.4	16.3
Dec.	3,276	5,288	4,751	22.4	29.3	28.9	25.5	15.9	16.4
Oct.-Dec.	11,465	18,198	15,902						
Jan.	4,364	4,626	5,122	25.8	27.9	27.9	22.0	18.9	15.9
Feb.	4,436	4,423	5,179	26.2	28.0	28.3	20.5	20.3	15.5
Mar.	4,367	4,360	5,043	26.1	26.7	27.7	20.3	21.2	15.8
Oct.-Mar.	25,707	32,753	32,579						
Apr.	4,448	3,992	5,006	25.8	25.2	28.0	20.2	22.2	15.8
May	4,131	3,915	5,441	24.8	24.2	30.8	20.7	22.5	15.2
Jun.	4,066	3,320	5,147	25.9	23.5	30.3	21.3	23.9	15.1
Oct.-Jun.	39,221	44,896	49,479						
Jul.	4,018	3,284	5,061	24.5	22.9	29.7	22.0	24.2	15.4
Aug.		3,267	4,897		23.0	29.3		24.6	15.9
Sep.		3,490	4,987		24.0	28.6		24.7	16.1
Season		55,732	65,680					20.0	15.8

1/ Monthly data are for 4-week (28-day) periods to facilitate comparisons. Season-to-date purchases, however, are for 13-week quarters.

FROZEN CONCENTRATED LEMONADE

Consumer Purchases and Prices Paid



U.S. DEPARTMENT OF AGRICULTURE

Figure 2

NEG. 6648-59 (9) AGRICULTURAL MARKETING SERVICE

Table 8.--Frozen concentrated lemonade: Consumer purchases, percentage of families buying, and average prices paid, October 1957 to date and 3-year monthly average 1954-56

Period 1/	Purchases			Families buying			Prices paid per 6-oz. can		
	1958-59	1957-58	Average 1954-55/ 1956-57	1958-59	1957-58	1956-57	1958-59	1957-58	Average 1954-55/ 1956-57
	1,000 gallons	1,000 gallons	1,000 gallons	Percent	Percent	Percent	Cents	Cents	Cents
Oct.	467	415	275	3.8	3.6	3.8	11.0	11.5	14.2
Nov.	236	228	163	2.4	2.3	1.9	11.3	12.0	14.6
Dec.	192	203	147	2.0	2.4	1.9	11.9	12.9	14.7
Oct.-Dec.	930	891	626						
Jan.	171	181	150	1.9	2.3	2.1	12.6	12.9	15.2
Feb.	169	191	153	1.9	2.3	1.9	12.0	12.7	15.0
Mar.	261	216	217	2.6	2.1	2.8	11.8	12.6	14.4
Oct.-Mar.	1,587	1,548	1,188						
Apr.	528	434	320	4.4	4.7	3.5	11.2	11.4	13.9
May	1,472	1,115	846	11.2	8.8	8.5	10.7	10.8	13.2
Jun.	2,487	2,048	1,908	16.0	14.3	17.0	10.5	10.3	12.7
Oct.-Jun.	7,081	5,761	4,578						
Jul.	2,708	2,786	2,463	16.9	18.4	19.1	10.4	10.3	12.5
Aug.		2,651	2,035		16.9	16.0		10.4	12.6
Sep.		973	699		7.8	6.4		10.2	12.5
Season		12,691	10,171					10.6	12.9

1/ Monthly data are for 4-week (28-day) periods to facilitate comparisons. Season-to-date purchases, however, are for 13-week quarters.

Table 9.--Shelf-pack orangeade: Consumer purchases, percentage of families buying, and average prices paid October 1956 to date

Period 1/	Purchases			Families buying			Prices paid per 6-oz. can		
	1958-59	1957-58	1956-57	1958-59	1957-58	1956-57	1958-59	1957-58	1956-57
	1,000 gallons	1,000 gallons	1,000 gallons	Percent	Percent	Percent	Cents	Cents	Cents
Oct.	2/	123	117	0.9	1.0	1.3	2/	17.2	16.9
Nov.	2/	2/	2/	.9	.8	.8	2/	2/	2/
Dec.	88	2/	87	1.0	.8	1.0	19.3	2/	17.3
Oct.-Dec.	306	342	304						
Jan.	2/	109	2/	.9	1.0	.9	2/	16.9	2/
Feb.	2/	106	2/	.8	1.0	.9	2/	17.0	2/
Mar.	104	96	2/	1.0	1.0	.8	19.3	17.6	2/
Oct.-Mar.	597	678	576						
Apr.	106	127	124	1.0	1.2	1.1	19.0	19.0	17.1
May	128	153	85	1.2	1.3	1.0	18.9	17.7	17.1
Jun.	138	144	107	1.4	1.6	1.1	18.8	17.9	17.0
Oct.-Jun.	1,008	1,147	920						
Jul.	126	148	114	1.2	1.4	1.3	18.8	17.8	16.9
Aug.		112	124		1.1	1.3		18.6	16.3
Sep.		92	2/		1.1	.8		18.7	2/
Season		1,516	1,277					17.8	17.0

1/ Monthly data are for 4-week (28-day) periods to facilitate comparisons. Season-to-date purchases, however, are for 13-week quarters. 2/ Too few purchases reported for analysis.

Table 10.--All frozen concentrated juices: Consumer purchases and percentage of families buying October 1957 to date and 3-year monthly average 1954-56

Period 1/	Purchases			Families buying		
	1958-59	1957-58	Average 1954-55/ 1956-57	1958-59	1957-58	1956-57
	1,000 gallons	1,000 gallons	1,000 gallons	Percent	Percent	Percent
Oct.	4,544	6,478	5,608	27.7	32.9	30.9
Nov.	4,437	6,405	5,434	27.1	33.5	30.1
Dec.	3,983	5,936	5,243	25.3	31.9	30.7
Oct.-Dec.	13,918	20,232	17,541			
Jan.	5,006	5,408	5,692	28.1	30.9	29.7
Feb.	5,091	5,276	5,753	28.6	31.2	30.1
Mar.	5,057	5,181	5,652	28.8	30.0	29.6
Oct.-Mar.	30,305	37,466	36,129			
Apr.	5,204	4,876	5,574	28.6	28.9	29.9
May	4,871	4,685	6,057	27.6	27.6	32.9
Jun.	4,867	4,074	5,816	28.7	26.8	32.9
Oct.-Jun.	46,298	52,242	55,042			
Jul.	4,752	4,142	5,764	27.0	27.1	32.4
Aug.		4,096	5,533		26.5	31.6
Sep.		4,293	5,569		27.4	31.1
Season		65,799	73,323			

1/ Monthly data are for 4-week (28-day) periods to facilitate comparisons. Season-to-date purchases, however, are for 13-week quarters.

Table 11.--All canned single-strength juices: Consumer purchases, percentage of families buying, and average prices paid, October 1957 to date and 3-year monthly average 1954-56

Period 1/	Purchases 2/			Families buying			Equivalent prices paid per No. 2 can		
	1958-59	1957-58	Average	1958-59	1957-58	1956-57	1958-59	1957-58	Average
			1954-55/ 1956-57						1954-55/ 1956-57
	1,000 cases 3/	1,000 cases 3/	1,000 cases 3/	Percent	Percent	Percent	Cents	Cents	Cents
Oct.	7,188	7,462	6,911	46.3	50.1	46.6	15.0	13.5	13.4
Nov.	6,657	7,587	6,637	45.4	50.7	45.9	15.3	13.5	13.5
Dec.	6,049	6,576	6,418	42.9	47.1	46.0	15.6	13.8	13.7
Oct.-Dec.	21,403	23,255	21,563						
Jan.	6,876	7,850	7,156	46.5	50.9	47.2	15.5	13.4	13.5
Feb.	6,685	7,723	7,363	45.7	51.3	47.7	15.6	13.5	13.3
Mar.	6,950	8,185	7,420	46.6	52.0	49.0	15.3	13.7	13.3
Oct.-Mar.	43,615	49,130	45,404						
Apr.	7,155	7,963	7,343	46.8	51.5	48.2	15.0	13.9	13.3
May	6,772	8,090	7,406	45.2	51.4	48.2	15.1	13.9	13.3
Jun.	6,586	7,182	7,323	44.7	51.3	49.1	15.3	14.0	13.4
Oct.-Jun.	65,517	74,649	69,303						
Jul.	6,272	7,348	7,120	43.1	51.4	47.8	15.9	14.4	13.6
Aug.		7,066	6,754		47.6	47.6		14.4	13.6
Sep.		6,718	6,727		46.9	45.9		14.7	13.6
Season		97,402	91,509					13.9	13.4

1/ Monthly data are for 4-week (28-day) periods to facilitate comparisons. Season-to-date purchases, however, are for 13-week quarters. 2/ 1956-58 adjusted to exclude pineapple-grapefruit drink. 3/ Equivalent cases 24 No. 2 cans...432 oz. per case.

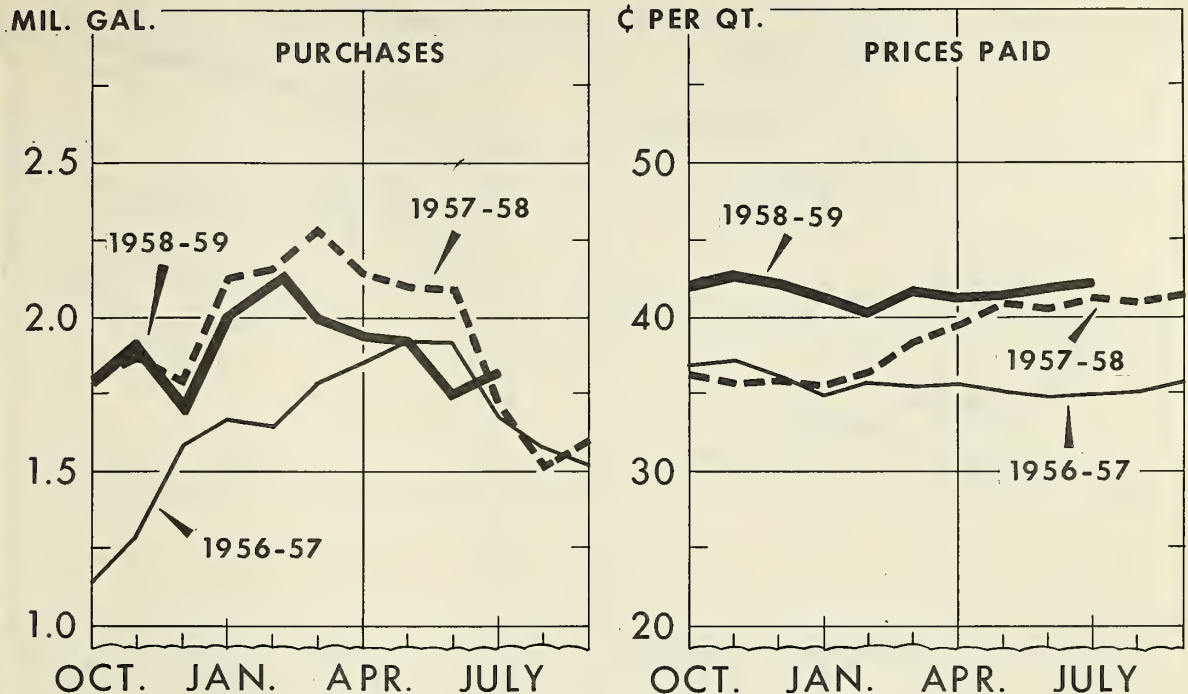
Table 12.--Frozen concentrated and canned single-strength juices not individually reported: Consumer purchases, October 1956 to date

Period 1/	Frozen concentrated juices 2/			Canned single-strength juices 3/		
	1958-59	1957-58	1956-57	1958-59	1957-58	1956-57
	1,000 gallons	1,000 gallons	1,000 gallons	1,000 cases 4/	1,000 cases 4/	1,000 cases 4/
Oct.	801	627	532	1,746	1,610	1,344
Nov.	791	635	450	1,712	1,439	1,293
Dec.	707	648	503	1,631	1,441	1,354
Oct.-Dec.	2,453	2,034	1,631	5,510	4,823	4,274
Jan.	642	782	578	1,845	1,652	1,440
Feb.	655	853	599	1,806	1,694	1,487
Mar.	690	821	633	1,807	1,924	1,519
Oct.-Mar.	4,598	4,713	3,599	11,441	10,564	9,131
Apr.	756	884	538	1,720	1,833	1,397
May	740	770	598	1,833	1,970	1,631
Jun.	801	754	673	1,804	1,926	1,583
Oct.-Jun.	7,077	7,346	5,565	17,259	16,781	14,104
Jul.	734	858	690	1,813	1,906	1,475
Aug.		829	621		1,737	1,475
Sep.		803	567		1,618	1,363
Season		10,067	7,609		22,469	18,743

1/ Monthly data are for 4-week (28-day) periods to facilitate comparisons. Season-to-date purchases, however, are for 13-week quarters. 2/ Excludes frozen concentrated orange juice. 3/ Excludes canned single-strength orange, grapefruit, lemon, pineapple, prune, and tomato juices. 4/ Equivalent cases 24 No. 2 cans...432 oz. per case.

CHILLED ORANGE JUICE

Consumer Purchases and Prices Paid



U.S. DEPARTMENT OF AGRICULTURE

Figure 3

NEG. 6646-59 (9) AGRICULTURAL MARKETING SERVICE

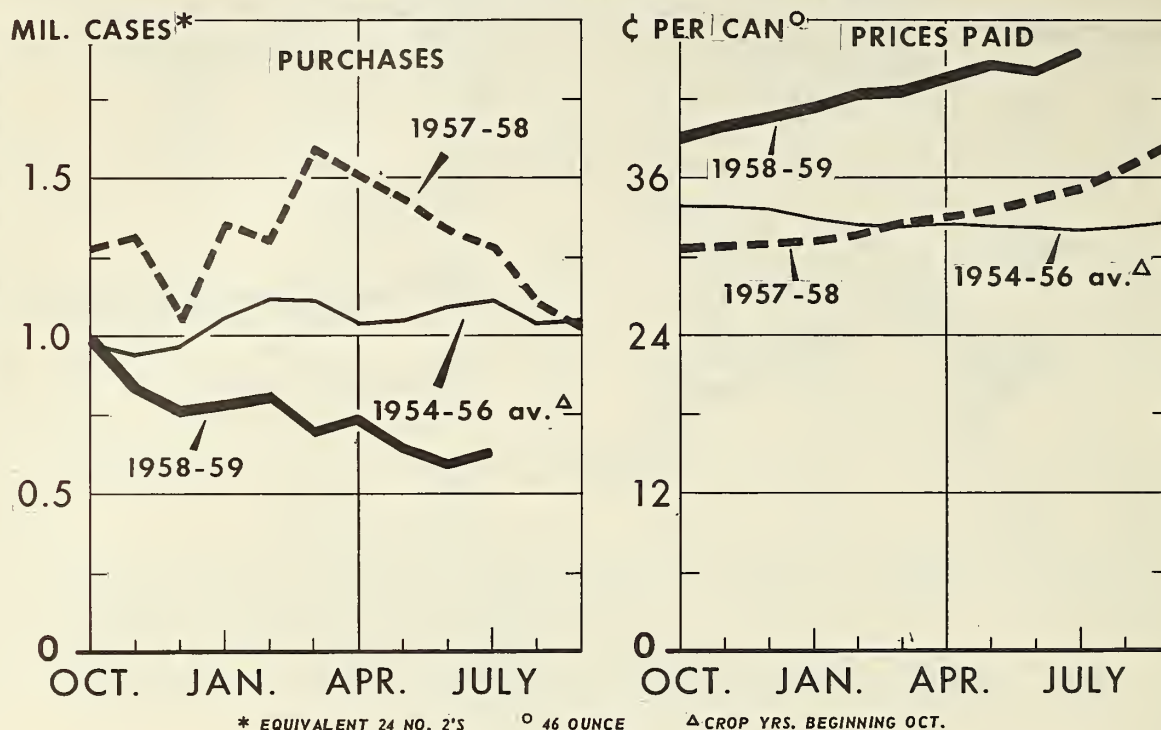
Table 13.--Chilled orange juice: Consumer purchases, percentage of families buying, and average prices paid, October 1956 to date

Period ^{1/}	Purchases			Families buying			Prices paid per quart		
	1958-59	1957-58	1956-57	1958-59	1957-58	1956-57	1958-59	1957-58	1956-57
	1,000 gallons	1,000 gallons	1,000 gallons	Percent	Percent	Percent	Cents ^{2/}	Cents ^{3/}	Cents ^{3/}
Oct.	1,782	1,794	1,146	3.6	3.5	3.0	41.8	36.3	36.8
Nov.	1,911	1,869	1,296	3.5	4.1	2.7	42.5	35.8	37.3
Dec.	1,706	1,786	1,579	3.4	3.5	3.3	42.1	35.9	36.1
Oct.-Dec.	5,749	5,958	4,398						
Jan.	2,002	2,129	1,666	4.4	4.3	3.2	41.2	35.4	35.0
Feb.	2,124	2,163	1,650	4.8	4.7	3.6	40.2	36.4	35.7
Mar.	1,993	2,277	1,794	4.4	4.8	3.4	41.6	38.4	35.5
Oct.-Mar.	12,343	13,153	9,968						
Apr.	1,942	2,147	1,858	4.1	4.4	3.6	41.2	39.6	35.6
May	1,925	2,099	1,937	4.1	4.2	3.5	41.4	40.9	35.2
Jun.	1,748	2,087	1,933	3.9	4.0	3.7	41.9	40.4	34.9
Oct.-Jun.	18,385	19,944	16,185						
Jul.	1,815	1,714	1,674	4.0	3.4	3.3	42.1	41.2	35.0
Aug.		1,516	1,574		3.3	3.1		41.0	35.1
Sep.		1,600	1,525		3.2	3.0		41.4	35.7
Season		25,247	21,347					38.4	35.5

^{1/} Monthly data are for 4-week (28-day) periods to facilitate comparisons. Season-to-date purchases, however, are for 13-week quarters. ^{2/} Price per actual quart. ^{3/} Price per equivalent quart.

SINGLE-STRENGTH ORANGE JUICE

Consumer Purchases and Prices Paid



U. S. DEPARTMENT OF AGRICULTURE

Figure 4

NEG. 6649-59 (9) AGRICULTURAL MARKETING SERVICE

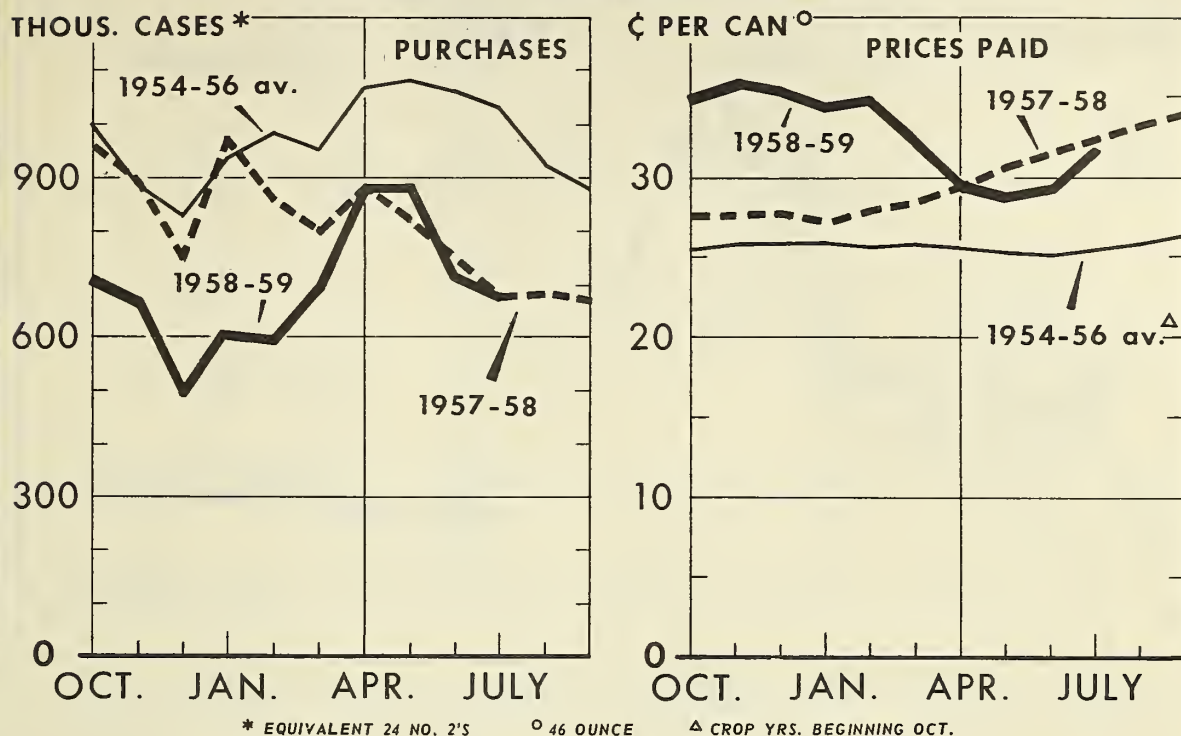
Table 14.--Single-strength orange juice: Consumer purchases, percentage of families buying, and average prices paid, October 1957 to date, and 3-year monthly average 1954-56

Period 1/	Purchases			Families buying			Prices paid per 46-oz. can		
	1958-59	1957-58	Average 1954-55/ 1956-57	1958-59	1957-58	1956-57	1958-59	1957-58	Average 1954-55/ 1956-57
	1,000 cases 2/	1,000 cases 2/	1,000 cases 2/	Percent	Percent	Percent	Cents	Cents	Cents
Oct.	996	1,268	978	9.1	10.9	7.9	39.1	30.6	33.8
Nov.	846	1,313	944	8.4	11.5	8.0	39.9	30.7	33.8
Dec.	754	1,042	968	7.5	9.6	7.9	40.5	30.9	33.5
Oct.-Dec.	2,767	3,885	3,121						
Jan.	791	1,353	1,055	7.6	11.8	8.0	41.6	31.1	32.7
Feb.	806	1,309	1,118	8.0	11.0	9.1	42.2	31.7	32.3
Mar.	694	1,580	1,113	6.7	11.8	9.1	42.5	32.6	32.2
Oct.-Mar.	5,231	8,548	6,685						
Apr.	734	1,504	1,033	7.0	11.4	9.2	43.5	32.8	32.4
May	650	1,433	1,046	6.3	11.0	8.1	44.5	33.4	32.3
Jun.	596	1,328	1,087	6.2	11.0	9.0	44.0	34.3	32.2
Oct.-Jun.	7,324	13,129	10,120						
Jul.	623	1,277	1,110	6.3	10.4	9.9	45.4	35.2	32.0
Aug.		1,086	1,036		9.2	9.6		36.6	32.2
Sep.		1,020	1,044		9.2	9.5		38.3	32.5
Season		16,721	13,566					33.0	32.6

1/ Monthly data are for 4-week (28-day) periods to facilitate comparisons. Season-to-date purchases, however, are for 13-week quarters. 2/ Equivalent cases 24 No. 2 cans...432 oz. per case.

SINGLE-STRENGTH GRAPEFRUIT JUICE

Consumer Purchases and Prices Paid



U. S. DEPARTMENT OF AGRICULTURE

Figure 5

NEG. 6650-59 (9) AGRICULTURAL MARKETING SERVICE

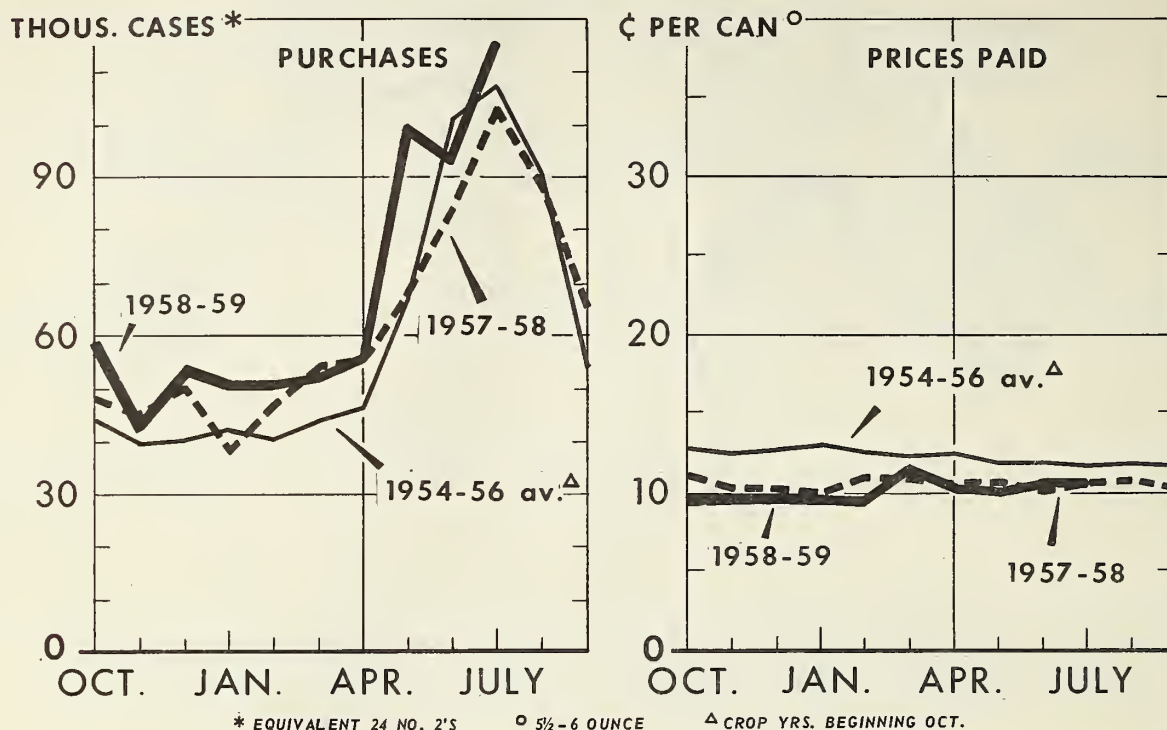
Table 15.--Single-strength grapefruit juice: Consumer purchases, percentage of families buying, and average prices paid, October 1957 to date and 3-year monthly average 1954-56

Period 1/	Purchases			Families buying			Prices paid per 46-oz. can		
	1958-59	1957-58	Average 1954-55/ 1956-57	1958-59	1957-58	1956-57	1958-59	1957-58	Average 1954-55/ 1956-57
	1,000 cases 2/	1,000 cases 2/	1,000 cases 2/	Percent	Percent	Percent	Cents	Cents	Cents
Oct.	706	959	1,015	6.6	8.1	8.0	35.0	27.4	25.6
Nov.	663	894	883	5.8	7.8	7.2	35.7	27.4	25.9
Dec.	502	743	824	5.1	6.6	6.6	35.6	27.6	25.9
Oct.-Dec.	2,007	2,814	2,927						
Jan.	609	967	938	5.8	8.5	7.9	34.5	27.3	25.9
Feb.	590	855	983	5.7	7.7	8.1	34.8	28.1	25.7
Mar.	689	798	950	6.5	6.9	7.3	32.4	28.4	25.9
Oct.-Mar.	4,064	5,639	6,037						
Apr.	880	879	1,069	7.3	7.8	8.3	29.6	29.5	25.7
May	882	815	1,083	7.5	7.4	8.1	28.8	30.4	25.4
Jun.	712	749	1,063	6.3	7.2	7.5	29.4	31.4	25.2
Oct.-Jun.	6,698	8,248	9,503						
Jul.	671	674	1,032	5.8	6.1	7.4	31.7	32.4	25.5
Aug.		679	922		6.6	7.2		33.3	25.9
Sep.		664	875		6.1	7.2		34.1	26.5
Season		10,431	12,557					29.5	25.7

1/ Monthly data are for 4-week (28-day) periods to facilitate comparisons. Season-to-date purchases, however, are for 13-week quarters. 2/ Equivalent cases 24 No. 2 cans...432 oz. per case.

SINGLE-STRENGTH LEMON JUICE

Consumer Purchases and Prices Paid



U. S. DEPARTMENT OF AGRICULTURE

Figure 6

NEG. 6651-59 (9) AGRICULTURAL MARKETING SERVICE

Table 16.--Single-strength lemon juice: Consumer purchases, percentage of families buying, and average prices paid October 1957 to date and 3-year monthly average 1954-56

Period 1/	Purchases			Families buying			Prices paid per 5½-6-oz. can		
	1958-59	1957-58	Average 1954-55/ 1956-57	1958-59	1957-58	1956-57	1958-59	1957-58	Average 1954-55/ 1956-57
	1,000 cases 2/	1,000 cases 2/	1,000 cases 2/	Percent	Percent	Percent	Cents	Cents	Cents
Oct.	59	48	44	2.4	2.2	2.2	9.7	11.1	12.8
Nov.	43	45	39	2.1	2.0	1.8	9.8	10.3	12.4
Dec.	53	50	40	2.2	2.3	2.0	9.8	10.3	12.7
Oct.-Dec.	163	156	137						
Jan.	51	38	42	2.2	1.9	2.1	9.8	10.0	13.1
Feb.	51	47	40	2.3	2.2	2.0	9.7	11.1	12.8
Mar.	52	54	44	2.4	2.3	2.5	11.5	11.0	12.4
Oct.-Mar.	329	304	274						
Apr.	56	55	46	2.6	2.6	2.3	10.4	10.4	12.5
May	99	68	67	3.7	3.1	2.9	10.1	10.6	12.0
Jun.	93	84	101	4.2	3.6	4.5	10.7	10.0	12.0
Oct.-Jun.	609	525	506						
Jul.	125	113	117	4.5	4.6	4.5	10.6	10.6	11.8
Aug.		88	90		3.5	3.4		10.7	11.9
Sep.		65	54		2.8	2.6		10.3	11.7
Season		812	786					10.5	12.2

1/ Monthly data are for 4-week (28-day) periods to facilitate comparisons. Season-to-date purchases, however, are for 13-week quarters. 2/ Equivalent cases 24 No. 2 cans...432 oz. per case.

Table 17.--Pineapple juice: Consumer purchases, percentage of families buying, and average prices paid, October 1957 to date and 3-year monthly average 1954-56

Period 1/	Purchases			Families buying			Prices paid per 46-oz. can		
	1958-59	1957-58	Average	1958-59	1957-58	1956-57	1958-59	1957-58	Average
	1958-59	1957-58	1956-57						1954-55/ 1956-57
	1,000 cases 2/	1,000 cases 2/	1,000 cases 2/	Percent	Percent	Percent	Cents	Cents	Cents
Oct.	1,201	1,248	1,352	11.6	12.2	12.5	30.5	29.6	27.9
Nov.	1,056	1,277	1,220	10.4	12.9	12.6	30.8	29.0	28.4
Dec.	997	1,121	1,174	9.7	11.0	12.4	32.0	29.3	28.4
Oct.-Dec.	3,501	3,886	4,027						
Jan.	1,056	1,264	1,285	10.4	12.1	12.5	31.9	29.3	28.1
Feb.	1,029	1,304	1,424	10.0	12.4	12.7	32.1	28.5	27.7
Mar.	1,079	1,297	1,400	10.4	12.4	12.9	32.2	29.1	27.5
Oct.-Mar.	6,929	8,046	8,507						
Apr.	1,066	1,172	1,388	10.6	11.8	12.5	32.5	29.6	27.4
May	926	1,368	1,312	9.3	12.6	11.2	32.1	29.0	27.7
Jun.	941	1,284	1,335	9.4	12.3	10.8	32.7	28.6	27.7
Oct.-Jun.	10,046	12,164	12,878						
Jul.	836	1,239	1,253	8.7	12.1	11.7	33.4	29.5	28.0
Aug.		1,345	1,251		12.2	10.2		29.1	28.0
Sep.		1,138	1,248		10.8	9.9		30.1	28.1
Season		16,174	16,906					28.5	27.9

1/ Monthly data are for 4-week (28-day) periods to facilitate comparisons. Season-to-date purchases, however, are for 13-week quarters. 2/ Equivalent cases 24 No. 2 cans...432 oz. per case.

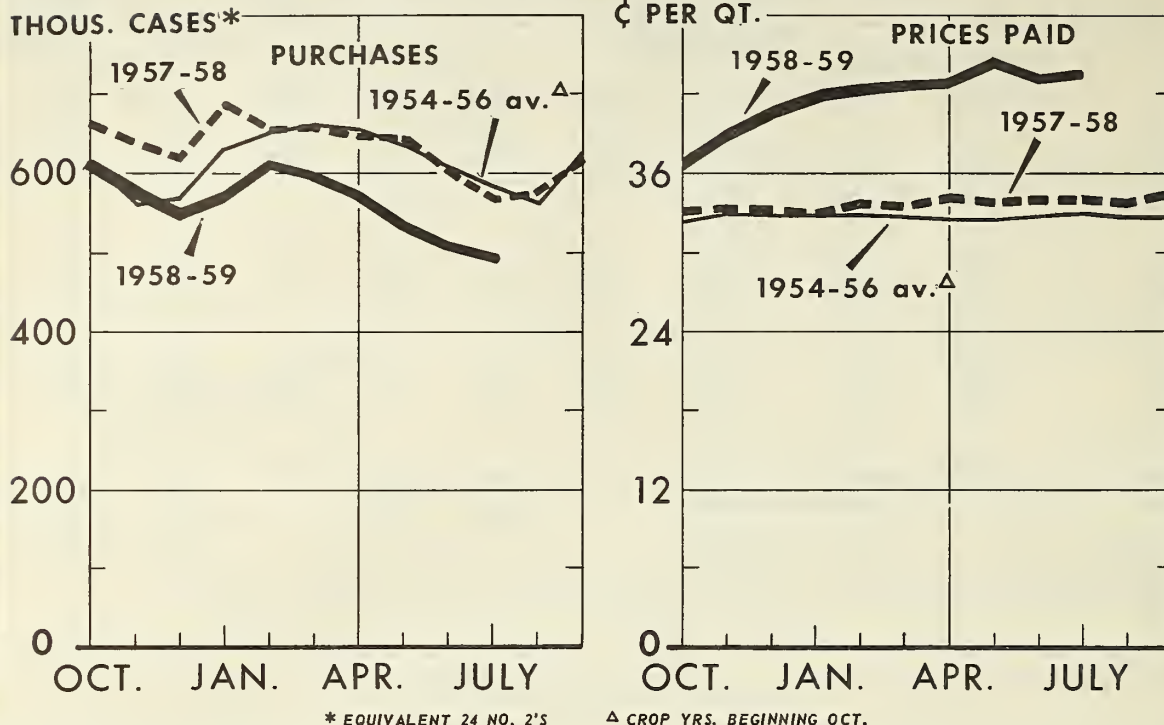
Table 18.--Pineapple-grapefruit drink: Consumer purchases, percentage of families buying, and average prices paid October 1956 to date

Period 1/	Purchases			Families buying			Prices paid per 46-oz. can		
	1958-59	1957-58	1956-57	1958-59	1957-58	1956-57	1958-59	1957-58	1956-57
	1958-59	1957-58	1956-57						
	1,000 cases 2/	1,000 cases 2/	1,000 cases 2/	Percent	Percent	Percent	Cents	Cents	Cents
Oct.	935	718	276	8.5	6.8	2.8	30.0	29.8	28.0
Nov.	997	599	232	9.1	6.0	2.2	29.4	30.4	28.2
Dec.	862	471	186	7.5	5.0	2.4	30.0	31.1	28.6
Oct.-Dec.	2,978	1,911	764						
Jan.	1,026	585	272	8.9	5.9	2.8	30.3	30.4	29.2
Feb.	1,169	748	309	9.9	6.9	3.4	29.7	29.6	29.2
Mar.	973	755	423	8.6	6.9	3.9	30.5	29.4	29.3
Oct.-Mar.	6,433	4,183	1,850						
Apr.	1,000	621	443	8.5	6.3	4.4	30.5	30.9	29.2
May	1,079	808	549	9.4	7.3	5.7	29.9	30.2	27.9
Jun.	963	1,068	671	8.1	9.2	7.6	30.3	29.1	27.7
Oct.-Jun.	9,701	6,890	3,630						
Jul.	956	973	813	8.4	8.8	7.1	30.9	29.6	28.1
Aug.		919	828		8.6	7.1		29.9	28.4
Sep.		785	610		7.1	6.1		31.0	29.3
Season		9,794	6,024					30.0	28.5

1/ Monthly data are for 4-week (28-day) periods to facilitate comparisons. Season-to-date purchases, however, are for 13-week quarters. 2/ Equivalent cases 24 No. 2 cans...432 oz. per case.

PRUNE JUICE

Consumer Purchases and Prices Paid



U. S. DEPARTMENT OF AGRICULTURE

Figure 7

NEG. 6652-59 (9) AGRICULTURAL MARKETING SERVICE

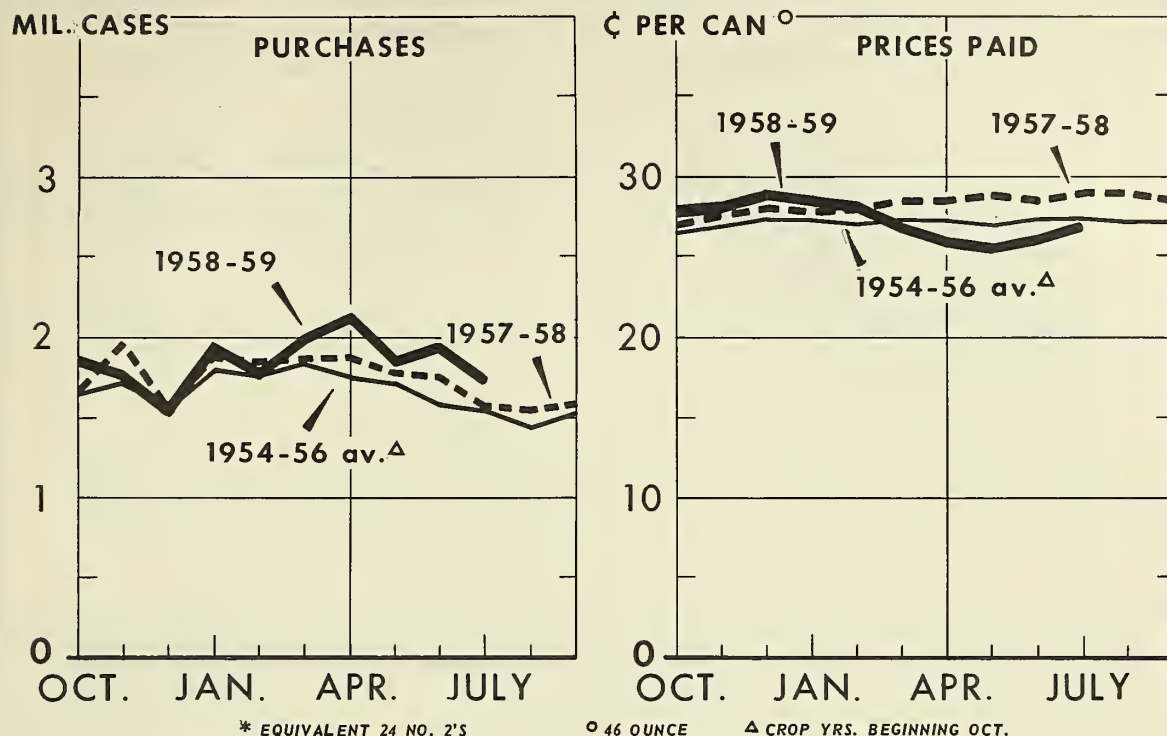
Table 19.--Prune juice: Consumer purchases, percentage of families buying, and average prices paid, October 1957 to date and 3-year monthly average 1954-56

Period 1/	Purchases			Families buying			Prices paid per quart		
	1958-59	1957-58	Average 1954-55/1956-57	1958-59	1957-58	1956-57	1958-59	1957-58	Average 1954-55/1956-57
	1,000 cases 2/	1,000 cases 2/	1,000 cases 2/	Percent	Percent	Percent	Cents	Cents	Cents
Oct.	613	666	615	7.1	7.7	8.1	36.7	33.0	32.3
Nov.	578	634	562	7.0	7.4	7.6	38.9	33.2	32.8
Dec.	552	619	569	6.7	7.3	7.6	40.5	33.1	32.7
Oct.-Dec.	1,859	2,047	1,872						
Jan.	572	684	629	7.1	7.7	7.8	42.0	32.9	32.7
Feb.	608	655	651	7.3	7.5	7.6	42.3	33.6	32.7
Mar.	596	659	660	6.9	7.6	8.9	42.6	33.4	32.6
Oct.-Mar.	3,768	4,205	3,972						
Apr.	572	644	653	6.9	7.4	8.0	42.9	34.0	32.4
May	536	642	636	6.3	7.0	7.4	44.2	33.7	32.4
Jun.	507	600	603	6.0	6.7	7.2	43.2	33.9	32.6
Oct.-Jun.	5,477	6,200	6,011						
Jul.	492	566	585	6.3	6.8	7.2	43.4	33.9	32.9
Aug.		577	566		6.5	7.0		33.8	32.7
Sep.		617	623		6.8	7.8		34.3	32.7
Season		8,091	7,923					33.6	32.6

1/ Monthly data are for 4-week (28-day) periods to facilitate comparisons. Season-to-date purchases, however, are for 13-week quarters. 2/ Equivalent cases 24 No. 2 cans...432 oz. per case.

TOMATO JUICE

Consumer Purchases and Prices Paid



U. S. DEPARTMENT OF AGRICULTURE

Figure 8

NEG. 6653-159 (9) AGRICULTURAL MARKETING SERVICE

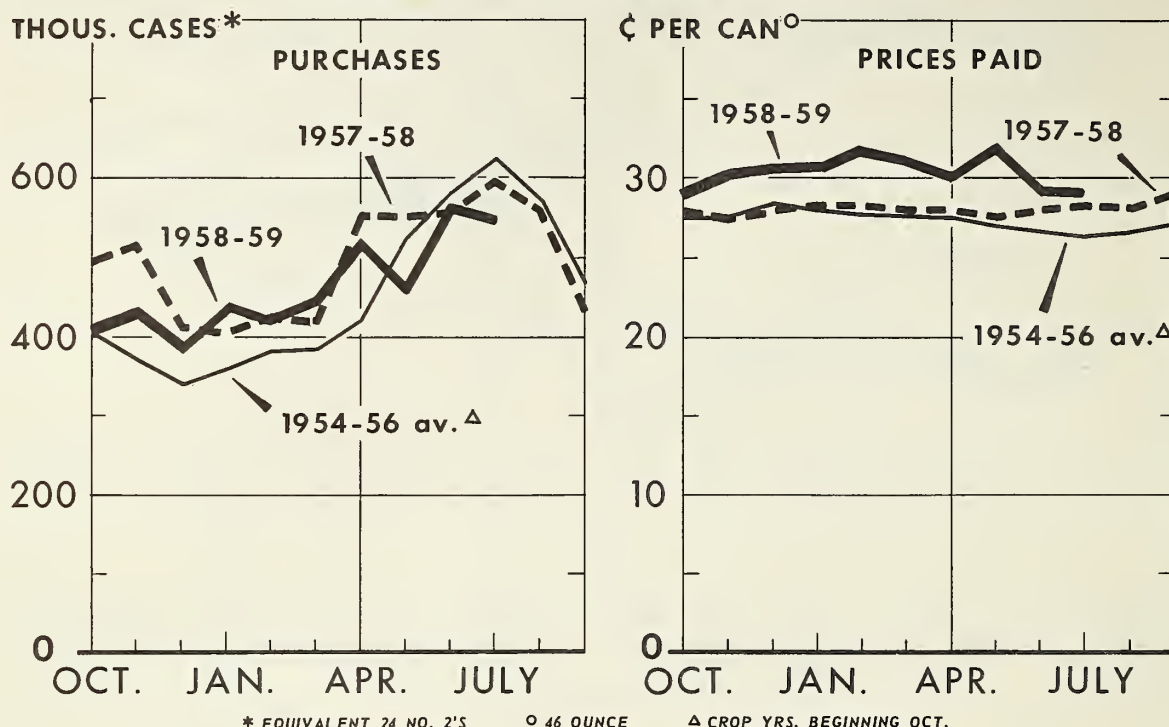
Table 20.--Tomato juice: Consumer purchases, percentage of families buying, and average prices paid, October 1957 to date and 3-year monthly average 1954-56

Period 1/	Purchases			Families buying			Prices paid per 46-oz. can		
	1958-59	1957-58	Average 1954-55/1956-57	1958-59	1957-58	1956-57	1958-59	1957-58	Average 1954-55/1956-57
	1,000 cases 2/	1,000 cases 2/	1,000 cases 2/	Percent	Percent	Percent	Cents	Cents	Cents
Oct.	1,867	1,663	1,640	17.0	16.5	16.3	27.8	27.0	26.5
Nov.	1,759	1,985	1,720	16.3	20.9	16.8	28.1	27.5	26.9
Dec.	1,560	1,560	1,582	15.9	16.1	16.8	28.9	28.0	27.4
Oct.-Dec.	5,596	5,644	5,390						
Jan.	1,952	1,892	1,818	18.1	18.8	17.8	28.5	27.7	27.4
Feb.	1,795	1,859	1,773	17.6	18.1	18.2	28.0	27.9	27.0
Mar.	2,033	1,873	1,846	18.1	18.1	19.2	26.9	28.5	27.3
Oct.-Mar.	11,853	11,824	11,282						
Apr.	2,127	1,876	1,755	18.5	18.6	18.9	26.0	28.5	27.2
May	1,846	1,794	1,715	16.0	17.4	18.1	25.6	28.7	27.0
Jun.	1,933	1,751	1,593	16.9	17.1	17.3	26.1	28.5	27.4
Oct.-Jun.	18,104	17,602	16,772						
Jul.	1,712	1,573	1,553	15.0	17.2	16.1	26.9	29.1	27.5
Aug.		1,554	1,449		14.5	16.1		29.0	27.3
Sep.		1,596	1,536		15.6	16.1		28.5	27.2
Season		22,704	21,657					28.2	27.2

1/ Monthly data are for 4-week (28-day) periods to facilitate comparisons. Season-to-date purchases, however, are for 13-week quarters. 2/ Equivalent cases 24 No. 2 cans...432 oz. per case.

SINGLE-STRENGTH ORANGEADE

Consumer Purchases and Prices Paid



U.S. DEPARTMENT OF AGRICULTURE

Figure 9

NEG. 6647-59 (9) AGRICULTURAL MARKETING SERVICE

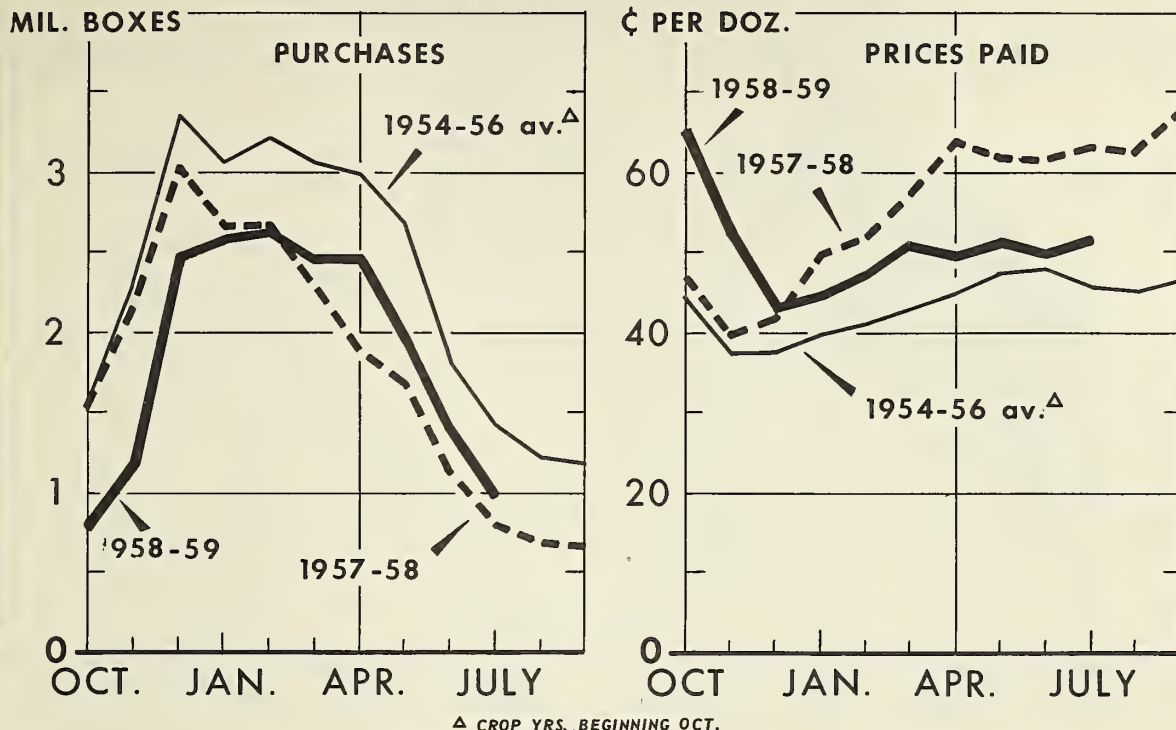
Table 21.--Single-strength orangeade: Consumer purchases, percentage of families buying and average prices paid, October 1957 to date and 3-year monthly average 1954-56

Period 1/	Purchases			Families buying			Prices paid per 46-oz. can		
	1958-59	1957-58	Average 1954-55/ 1956-57	1958-59	1957-58	1956-57	1958-59	1957-58	Average 1954-55/ 1956-57
	1,000 cases 2/	1,000 cases 2/	1,000 cases 2/	Percent	Percent	Percent	Cents	Cents	Cents
Oct.	408	494	403	3.1	3.9	3.4	29.3	28.0	27.5
Nov.	431	518	373	3.4	3.6	3.4	30.1	27.5	27.5
Dec.	390	412	340	2.8	3.0	2.9	30.5	27.9	28.2
Oct.-Dec.	1,304	1,514	1,190						
Jan.	440	402	359	3.5	2.9	2.6	30.6	28.2	28.0
Feb.	421	424	383	3.3	3.2	3.2	31.5	28.2	27.8
Mar.	444	417	385	3.7	3.2	3.2	31.0	27.8	27.7
Oct.-Mar.	2,691	2,867	2,422						
Apr.	517	553	420	4.0	4.4	3.4	30.3	27.9	27.5
May	461	550	524	3.6	3.7	4.2	31.7	27.4	27.0
Jun.	568	553	581	4.2	4.1	4.8	29.4	27.8	26.6
Oct.-Jun.	4,409	4,678	4,069						
Jul.	542	594	621	3.9	4.6	4.4	29.2	28.1	26.3
Aug.		559	572		4.0	4.4		28.0	26.6
Sep.		428	466		3.5	3.4		29.0	27.1
Season		6,358	5,875					28.0	27.2

1/ Monthly data are for 4-week (28-day) periods to facilitate comparisons. Season-to-date purchases, however, are for 13-week quarters. 2/ Equivalent cases 24 No. 2 cans...432 oz. per case.

ALL FRESH ORANGES

Consumer Purchases and Prices Paid



U.S. DEPARTMENT OF AGRICULTURE

Figure 10

NEG. 6655-59 (9) AGRICULTURAL MARKETING SERVICE

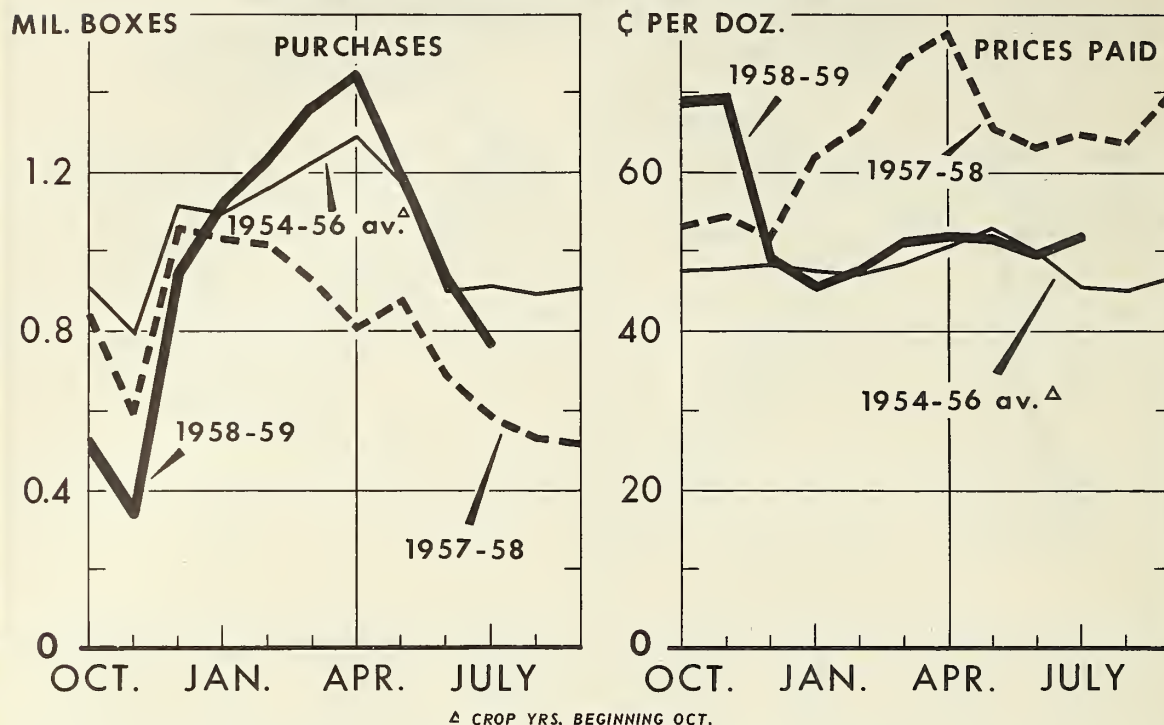
Table 22.--Fresh oranges, all areas: Consumer purchases, percentage of families buying, and average prices paid, October 1957 to date and 3-year monthly average 1954-56

Period 1/	Purchases			Families buying			Prices paid per dozen		
	1958-59	1957-58	Average 1954-55/ 1956-57	1958-59	1957-58	1956-57	1958-59	1957-58	Average 1954-55/ 1956-57
	boxes	boxes	1,000 boxes	Percent	Percent	Percent	Cents	Cents	Cents
Oct.	750	1,526	1,506	16.3	29.0	25.7	64.7	46.9	44.2
Nov.	1,176	2,162	2,276	26.3	36.8	37.7	52.3	39.8	37.5
Dec.	2,474	3,039	3,360	44.8	48.1	47.5	43.4	41.6	37.9
Oct.-Dec.	4,749	7,343	7,900						
Jan.	2,585	2,666	3,060	41.8	41.2	43.4	44.6	49.5	39.9
Feb.	2,623	2,670	3,214	42.8	44.0	43.7	46.6	51.9	40.9
Mar.	2,465	2,297	3,059	40.5	39.7	42.0	50.1	56.8	43.0
Oct.-Mar.	13,085	15,578	15,167						
Apr.	2,466	1,884	2,986	38.2	33.7	42.8	49.9	63.7	44.8
May	1,976	1,686	2,682	34.5	32.1	39.8	51.2	62.0	47.4
Jun.	1,401	1,125	1,801	27.5	24.2	33.6	49.8	61.5	47.8
Oct.-Jun.	19,210	20,651	26,025						
Jul.	992	801	1,422	19.9	17.0	25.8	51.6	62.8	45.4
Aug.		685	1,207		14.9	21.2		62.3	45.2
Sep.		660	1,170		13.3	20.8		67.8	46.2
Season		22,970	30,113					52.2	42.6

1/ Monthly data are for 4-week (28-day) periods to facilitate comparisons. Season-to-date purchases, however, are for 13-week quarters.

FRESH CALIFORNIA-ARIZONA ORANGES

Consumer Purchases and Prices Paid



U. S. DEPARTMENT OF AGRICULTURE

Figure 11

NEG. 6656-59 (9) AGRICULTURAL MARKETING SERVICE

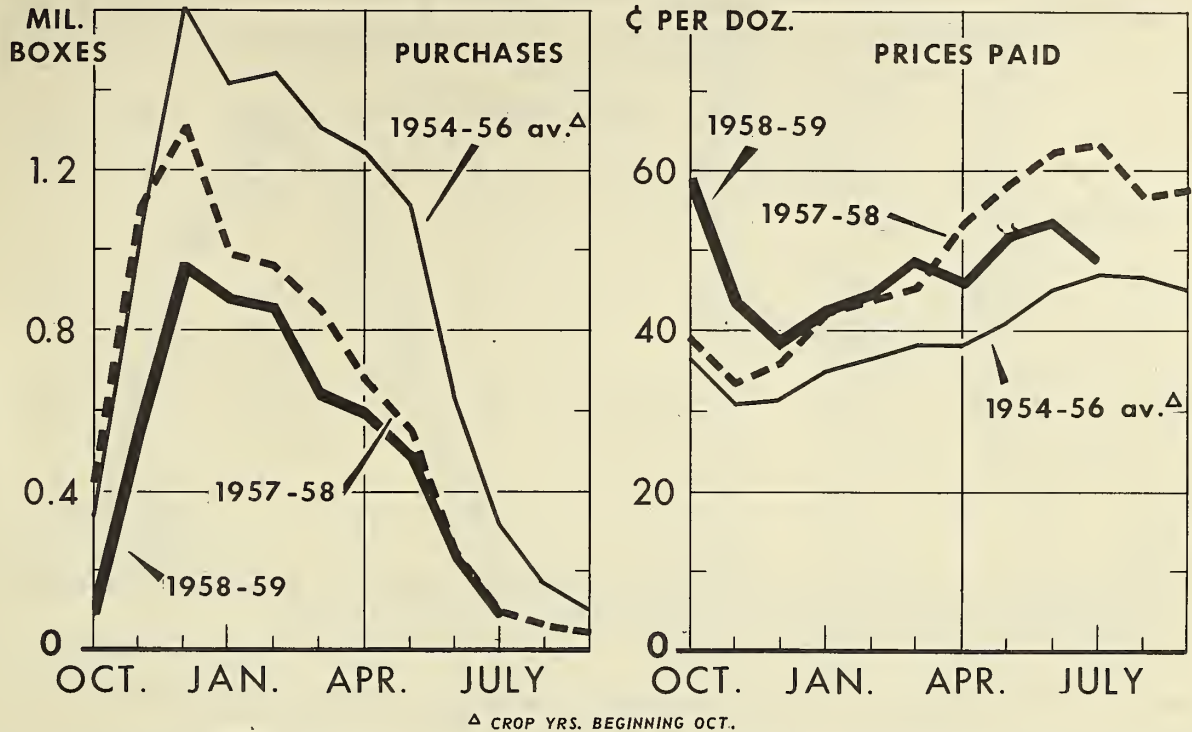
Table 23.--Fresh oranges, California-Arizona: Consumer purchases, percentage of families buying, and average prices paid, October 1957 to date and 3-year monthly average 1954-56

Period 1/	Purchases			Families buying			Prices paid per dozen		
	1958-59	1957-58	Average	1958-59	1957-58	1956-57	1958-59	1957-58	Average
	1954-55/ 1956-57	1954-55/ 1956-57	1954-55/ 1956-57	1954-55/ 1956-57	1954-55/ 1956-57	1954-55/ 1956-57	1954-55/ 1956-57	1954-55/ 1956-57	1954-55/ 1956-57
	1,000 boxes	1,000 boxes	1,000 boxes	Percent	Percent	Percent	Cents	Cents	Cents
Oct.	525	842	912	11.6	17.8	18.9	68.4	53.1	47.7
Nov.	338	593	799	9.8	13.9	18.2	69.2	54.4	47.8
Dec.	947	1,060	1,114	23.6	24.0	24.3	48.9	51.9	48.3
Oct.-Dec.	1,894	2,701	3,083						
Jan.	1,131	1,031	1,092	22.5	21.4	20.1	45.7	61.9	47.8
Feb.	1,221	1,017	1,159	23.4	21.6	20.5	47.9	65.8	46.9
Mar.	1,374	922	1,227	26.2	20.3	21.4	51.4	74.5	48.5
Oct.-Mar.	5,935	5,924	6,865						
Apr.	1,435	803	1,291	25.8	18.5	23.6	52.1	77.7	50.7
May	1,195	872	1,176	24.3	21.2	22.8	51.8	65.6	53.0
Jun.	932	685	900	20.6	17.6	21.7	49.8	62.9	50.1
Oct.-Jun.	9,700	8,515	10,453						
Jul.	770	587	914	16.2	13.4	19.0	51.9	64.8	45.5
Aug.		529	889		11.9	16.7		64.0	45.3
Sep.		517	908		10.6	17.0		70.3	46.6
Season		10,280	13,393					63.2	48.3

1/ Monthly data are for 4-week (28-day) periods to facilitate comparisons. Season-to-date purchases, however, are for 13-week quarters.

FRESH FLORIDA ORANGES

Consumer Purchases and Prices Paid



U. S. DEPARTMENT OF AGRICULTURE

Figure 12

NEG. 6657-59 (9) AGRICULTURAL MARKETING SERVICE

Table 24.--Fresh oranges, Florida: Consumer purchases, percentage of families buying, and average prices paid, October 1957 to date and 3-year monthly average 1954-56

Period ^{1/}	Purchases			Families buying			Prices paid per dozen		
	1958-59	1957-58	Average 1954-55/ 1956-57	1958-59	1957-58	1956-57	1958-59	1957-58	Average 1954-55/ 1956-57
	1,000 boxes	1,000 boxes	1,000 boxes	Percent	Percent	Percent	Cents	Cents	Cents
Oct.	85	427	337	2.1	9.0	3.9	58.8	39.0	36.3
Nov.	545	1,114	1,043	11.8	18.4	16.4	43.5	33.4	30.9
Dec.	964	1,310	1,609	15.7	18.7	20.3	38.6	35.9	31.5
Oct.-Dec.	1,764	3,135	3,343						
Jan.	879	991	1,419	15.2	14.4	19.2	43.1	42.0	34.7
Feb.	859	959	1,442	14.9	16.2	18.8	45.0	43.6	36.7
Mar.	646	851	1,301	11.0	15.0	16.7	49.0	45.1	38.2
Oct.-Mar.	4,353	6,153	7,848						
Apr.	606	675	1,244	9.7	11.3	16.1	46.0	52.9	38.2
May	486	552	1,118	8.3	8.8	14.7	51.5	58.1	40.7
Jun.	238	264	639	4.5	4.3	10.5	53.6	62.1	45.0
Oct.-Jun.	5,722	7,741	11,067						
Jul.	98	104	317	1.8	1.9	5.6	48.3	62.9	46.8
Aug.		66	175		1.4	3.0		56.7	46.6
Sep.		55	110		1.1	2.0		57.5	45.1
Season		7,977	11,697					42.5	36.5

^{1/} Monthly data are for 4-week (28-day) periods to facilitate comparisons. Season-to-date purchases, however, are for 13-week quarters.

Table 25.--Fresh grapefruit, California-Arizona: Consumer purchases, percentage of families buying, and average prices paid October 1957 to date and 3-year monthly average 1954-56

Period 1/	Purchases			Families buying			Prices paid per dozen		
	1958-59	1957-58	Average	1958-59	1957-58	1956-57	1958-59	1957-58	Average
	1958-59	1957-58	1954-55/ 1956-57	1958-59	1957-58	1956-57	1958-59	1957-58	1954-55/ 1956-57
	1,000 boxes	1,000 boxes	1,000 boxes	Percent	Percent	Percent	Cents	Cents	Cents
Oct.	2/	156	74	0.9	3.0	1.9	2/	80.7	102.1
Nov.	107	137	102	2.2	2.6	2.0	82.3	79.5	87.4
Dec.	197	201	163	3.0	2.8	3.4	83.8	69.1	73.0
Oct.-Dec.	384	535	388						
Jan.	200	226	198	2.8	3.3	3.0	80.8	67.0	71.3
Feb.	243	279	204	3.1	3.9	3.3	77.4	71.5	70.5
Mar.	239	281	209	3.1	3.9	3.3	78.4	71.7	71.8
Oct.-Mar.	1,129	1,390	1,052						
Apr.	239	283	200	3.2	4.3	3.1	81.9	79.5	71.4
May	216	258	178	3.1	4.8	2.8	93.1	92.0	78.0
Jun.	167	175	148	2.9	3.9	2.6	103.0	112.5	89.1
Oct.-Jun.	1,780	2,148	1,620						
Jul.	84	97	89	2.0	2.5	2.5	129.4	134.0	104.5
Aug.		76	82		2.0	2.4		143.7	115.0
Sep.		38	89		1.2	2.9		153.4	110.7
Season		2,376	1,902					84.3	81.2

1/ Monthly data are for 4-week (28-day) periods to facilitate comparisons. Season-to-date purchases, however, are for 13-week quarters. 2/ Too few purchases reported for analysis.

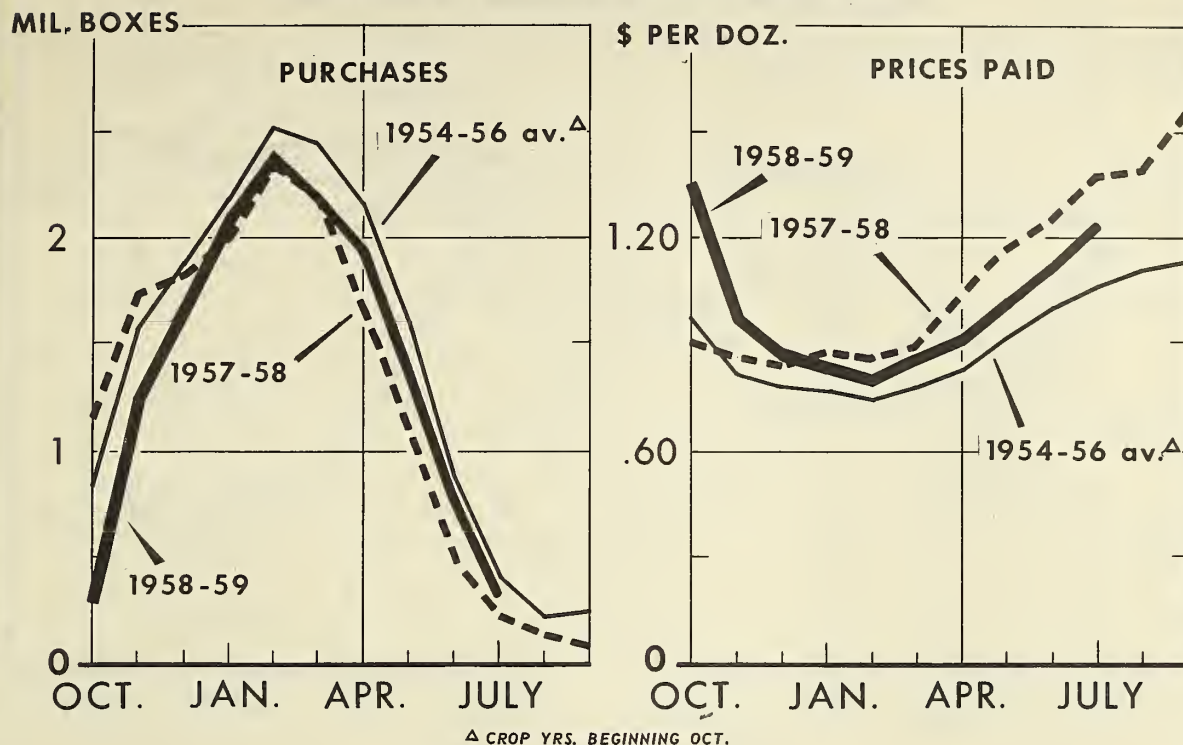
Table 26.--Fresh grapefruit, Florida: Consumer purchases, percentage of families buying, and average prices paid, October 1957 to date and 3-year monthly average 1954-56

Period 1/	Purchases			Families buying			Prices paid per dozen		
	1958-59	1957-58	Average	1958-59	1957-58	1956-57	1958-59	1957-58	Average
	1958-59	1957-58	1954-55/ 1956-57	1958-59	1957-58	1956-57	1958-59	1957-58	1954-55/ 1956-57
	1,000 boxes	1,000 boxes	1,000 boxes	Percent	Percent	Percent	Cents	Cents	Cents
Oct.	133	628	409	4.4	13.3	6.6	121.6	92.3	94.4
Nov.	690	1,066	920	13.4	17.0	15.8	98.9	87.5	82.8
Dec.	916	1,024	1,092	14.2	15.3	17.9	91.2	92.7	80.7
Oct.-Dec.	1,910	2,985	2,701						
Jan.	1,091	1,028	1,219	16.1	15.2	18.2	90.2	99.2	81.7
Feb.	1,300	1,137	1,442	17.4	17.0	19.7	85.3	97.1	78.4
Mar.	1,260	1,055	1,448	17.3	16.3	19.4	89.8	100.9	80.7
Oct.-Mar.	5,883	6,500	7,188						
Apr.	1,170	793	1,285	16.2	12.8	17.6	93.9	118.4	85.4
May	804	490	940	12.3	9.4	13.9	104.7	142.8	95.9
Jun.	384	135	462	7.1	3.3	8.5	116.3	148.8	105.6
Oct.-Jun.	8,306	7,987	10,055						
Jul.	146	36	169	2.9	1.1	3.8	116.8	150.4	108.6
Aug.		2/	65		.5	1.5		2/	111.1
Sep.		2/	76		.3	4.3		2/	112.0
Season		8,052	10,371					101.1	85.1

1/ Monthly data are for 4-week (28-day) periods to facilitate comparisons. Season-to-date purchases, however, are for 13-week quarters. 2/ Too few purchases reported for analysis.

ALL FRESH GRAPEFRUIT

Consumer Purchases and Prices Paid



U. S. DEPARTMENT OF AGRICULTURE

Figure 13

NEG. 6658-59 (9) AGRICULTURAL MARKETING SERVICE

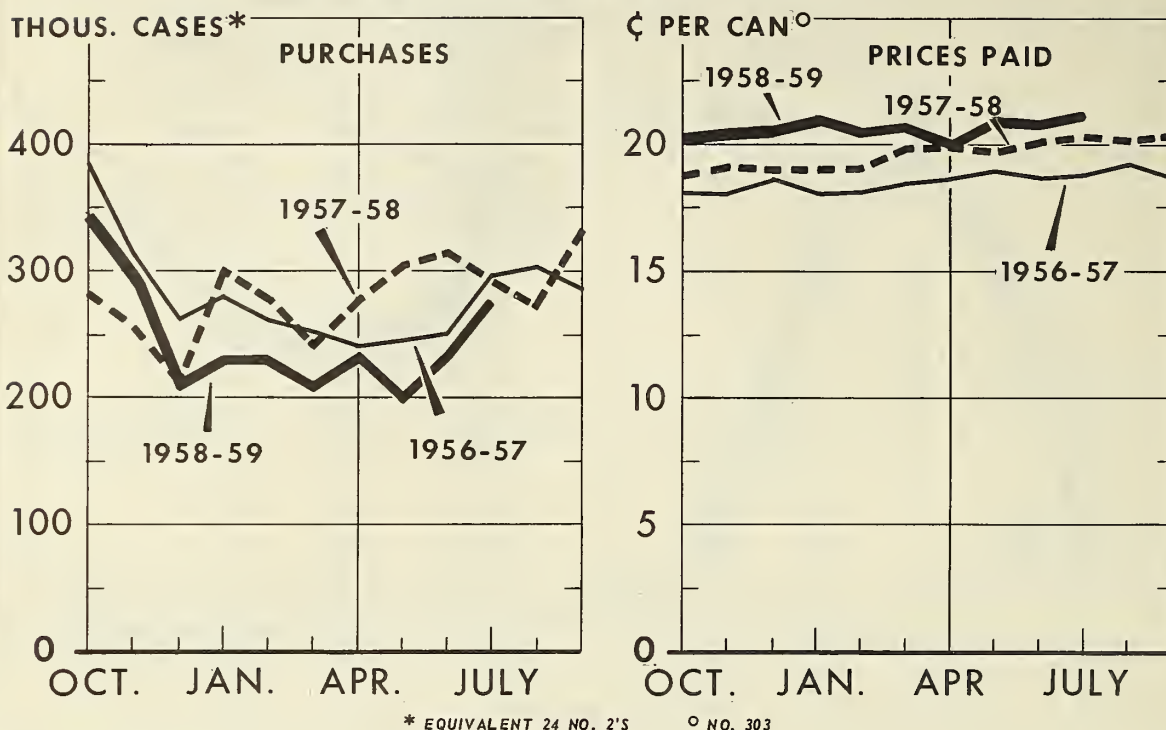
Table 27.--Fresh grapefruit, all areas: Consumer purchases, percentage of families buying, and average prices paid, October 1957 to date and 3-year monthly average 1954-56

Period ^{1/}	Purchases			Families buying			Prices paid per dozen		
	1958-59	1957-58	Average 1954-55/ 1956-57	1958-59	1957-58	1956-57	1958-59	1957-58	Average 1954-55/ 1956-57
	boxes	boxes	boxes	Percent	Percent	Percent	Cents	Cents	Cents
Oct.	291	1,152	827	9.0	22.7	12.8	134.0	90.8	96.8
Nov.	1,243	1,726	1,583	23.4	26.6	24.6	96.7	85.9	82.4
Dec.	1,664	1,825	1,889	25.0	24.8	27.9	87.8	83.8	78.5
Oct.-Dec.	3,543	5,146	4,787						
Jan.	2,105	2,000	2,199	28.4	27.7	29.8	83.6	88.5	77.4
Feb.	2,376	2,336	2,526	30.4	31.4	31.8	80.8	86.1	74.3
Mar.	2,178	2,193	2,440	28.2	30.1	30.9	86.1	89.6	77.7
Oct.-Mar.	10,749	12,266	12,619						
Apr.	1,958	1,638	2,153	26.6	23.7	28.4	91.2	103.0	82.1
May	1,383	1,085	1,587	20.1	18.4	22.4	101.4	116.6	91.5
Jun.	774	496	896	13.2	10.0	14.7	111.8	125.0	99.9
Oct.-Jun.	14,992	15,656	17,573						
Jul.	312	226	421	6.3	5.3	8.6	122.7	137.0	105.9
Aug.		137	225		3.3	5.2		138.2	111.4
Sep.		81	256		2.3	10.2		155.3	112.7
Season		16,128	18,519					94.0	83.0

^{1/} Monthly data are for 4-week (28-day) periods to facilitate comparisons. Season-to-date purchases, however, are for 13-week quarters.

CANNED GRAPEFRUIT SECTIONS

Consumer Purchases and Prices Paid



U.S. DEPARTMENT OF AGRICULTURE

Figure 14

NEG. 6654-59 (9) AGRICULTURAL MARKETING SERVICE

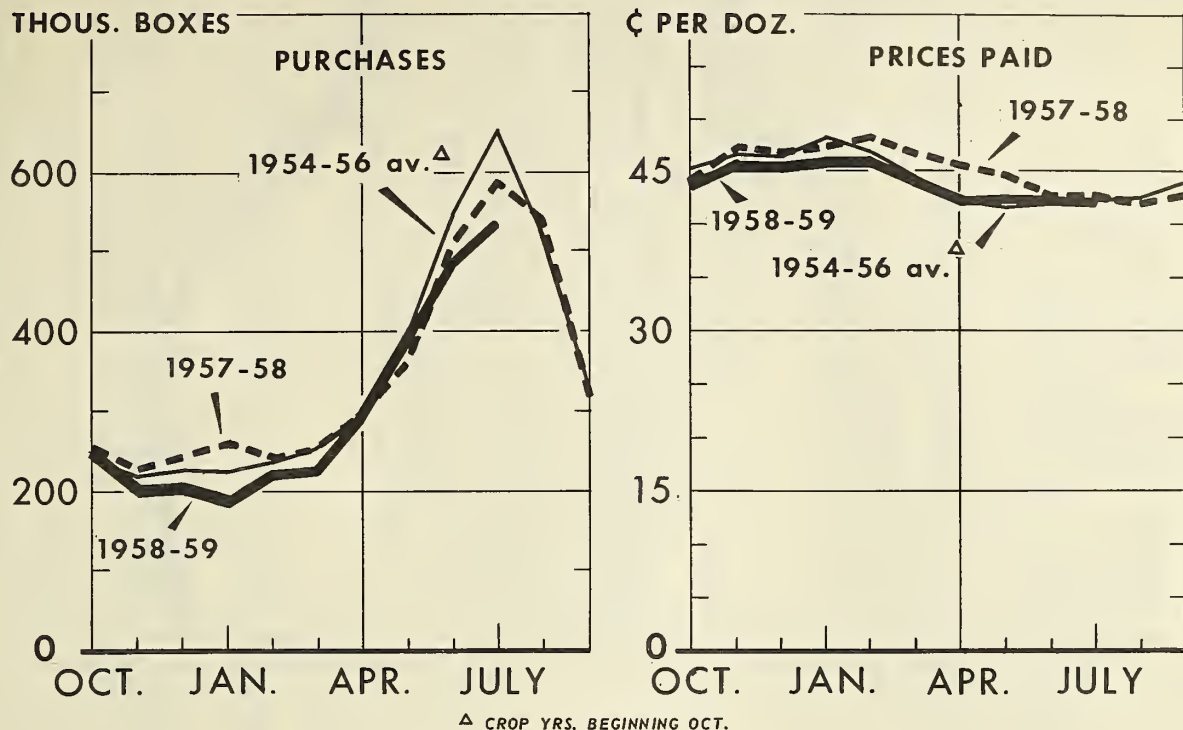
Table 28.--Canned grapefruit sections: Consumer purchases, percentage of families buying, and average prices paid, October 1956 to date

Period ^{1/}	Purchases			Families buying			Prices paid per No. 303 can		
	1958-59	1957-58	1956-57	1958-59	1957-58	1956-57	1958-59	1957-58	1956-57
	1,000 cases ^{2/}	1,000 cases ^{2/}	1,000 cases ^{2/}	Percent	Percent	Percent	Cents	Cents	Cents
Oct.	345	282	384	5.7	5.2	6.7	20.3	18.7	18.1
Nov.	289	256	313	5.5	4.8	5.6	20.4	19.1	18.0
Dec.	211	209	261	4.0	4.1	5.0	20.5	19.0	18.6
Oct.-Dec.	897	803	994						
Jan.	229	300	280	4.6	5.4	5.3	21.0	19.0	18.1
Feb.	230	279	260	4.1	5.3	5.0	20.4	19.0	18.1
Mar.	209	240	250	4.1	4.7	4.6	20.7	19.8	18.5
Oct.-Mar.	1,628	1,675	1,853						
Apr.	231	278	238	4.3	5.1	5.0	20.1	19.8	18.6
May	200	303	242	3.9	5.7	5.0	20.9	19.7	18.8
Jun.	233	312	248	3.9	5.8	4.6	20.7	20.1	18.6
Oct.-Jun.	2,152	2,649	2,638						
Jul.	276	292	296	4.4	4.7	5.3	21.1	20.2	18.7
Aug.		273	301		4.6	5.4		20.1	19.1
Sep.		331	285		5.4	5.1		20.3	18.7
Season		3,614	3,588					19.6	18.5

^{1/} Monthly data are for 4-week (28-day) periods to facilitate comparisons. Season-to-date purchases, however, are for 13-week quarters. ^{2/} Equivalent cases 24 No. 2 cans...480 oz. per case.

FRESH LEMONS

Consumer Purchases and Prices Paid



U. S. DEPARTMENT OF AGRICULTURE

Figure 15

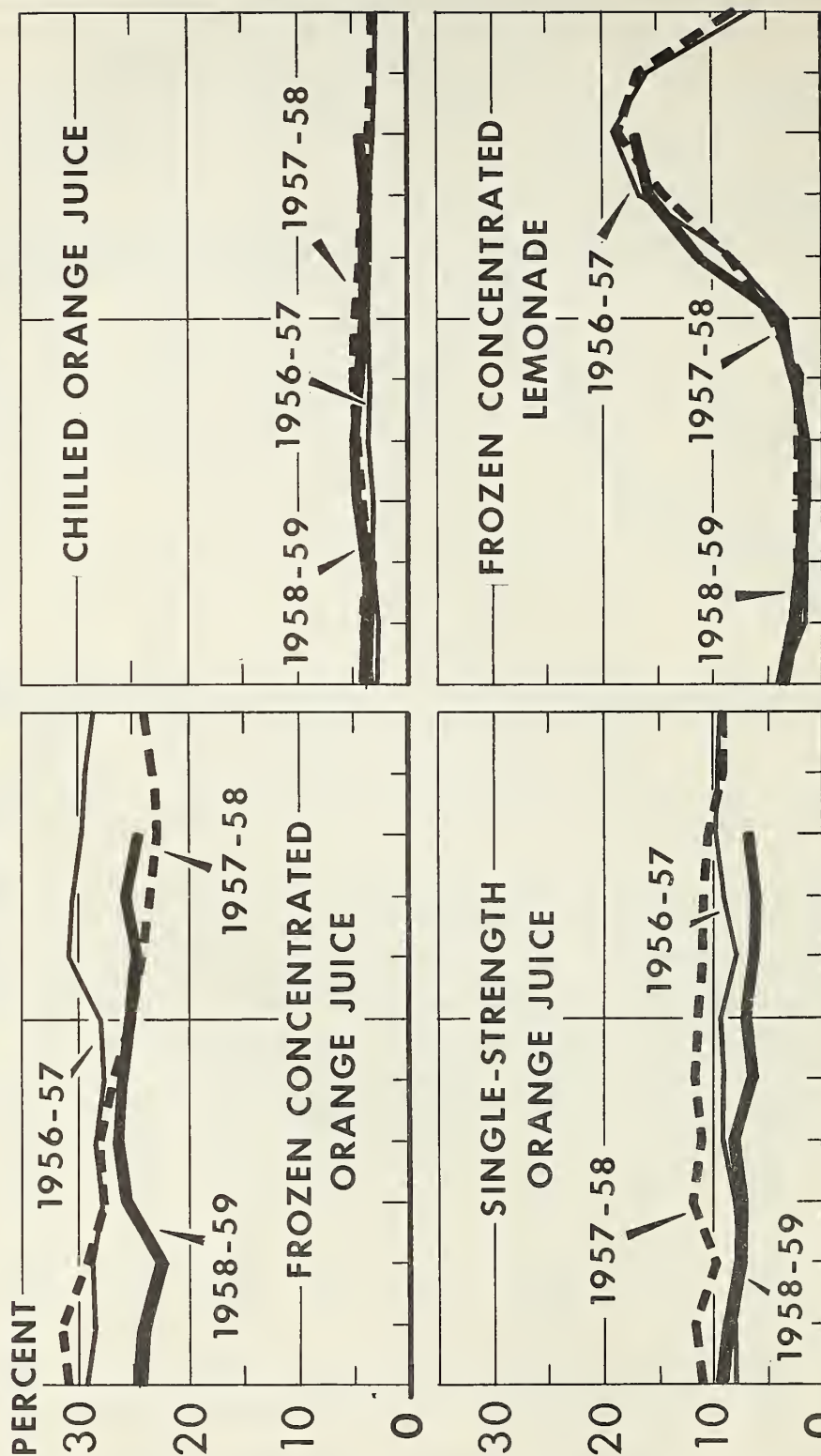
NEG. 6659-59, (9) AGRICULTURAL MARKETING SERVICE

Table 29.--Fresh lemons: Consumer purchases, percentage of families buying, and average prices paid, October 1957 to date and 3-year monthly average 1954-56

Period 1/	Purchases			Families buying			Prices paid per dozen		
	1958-59	1957-58	Average	1958-59	1957-58	1956-57	1958-59	1957-58	Average
	1958-59	1957-58	1954-55/ 1956-57	1958-59	1957-58	1956-57	1958-59	1957-58	1954-55/ 1956-57
	1,000 boxes	1,000 boxes	1,000 boxes	Percent	Percent	Percent	Cents	Cents	Cents
Oct.	248	259	243	16.0	17.2	17.5	43.9	44.1	45.1
Nov.	201	226	221	14.6	16.0	17.2	45.2	47.1	46.6
Dec.	203	243	227	14.6	17.1	17.1	45.2	46.6	46.4
Oct.-Dec.	703	790	757						
Jan.	189	261	223	13.9	17.6	16.5	45.7	46.9	48.1
Feb.	220	242	238	15.1	18.0	17.2	45.7	47.8	46.4
Mar.	227	251	251	15.6	17.2	17.8	43.9	46.5	44.5
Oct.-Mar.	1,395	1,604	1,528						
Apr.	296	295	293	18.3	19.3	19.5	42.4	45.2	42.3
May	393	363	394	21.8	21.7	21.9	42.3	44.6	41.7
Jun.	484	508	544	24.4	25.8	29.6	42.3	42.7	42.0
Oct.-Jun.	2,746	2,888	2,867						
Jul.	530	585	653	25.3	29.3	30.4	42.2	42.7	42.3
Aug.		538	525		25.9	25.8		42.0	42.6
Sep.		317	324		18.6	19.5		42.8	44.0
Season		4,429	4,480					44.2	43.6

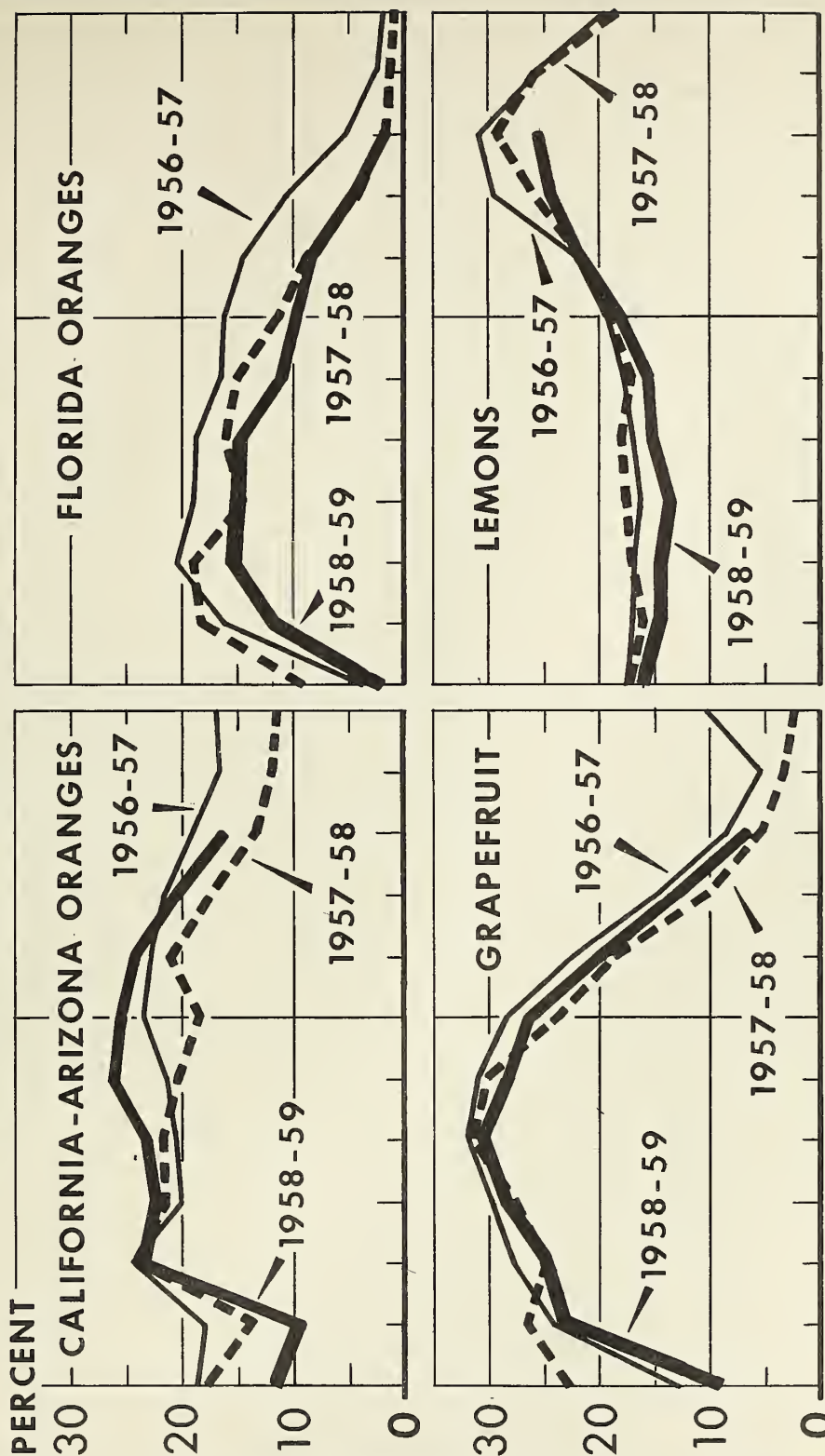
1/ Monthly data are for 4-week (28-day) periods to facilitate comparisons. Season-to-date purchases, however, are for 13-week quarters.

PERCENTAGE OF FAMILIES BUYING SELECTED CITRUS JUICES



OCT. JAN. APR. JULY OCT. JAN. APR. JULY

PERCENTAGE OF FAMILIES BUYING SELECTED FRESH CITRUS FRUITS



OCT. JAN. APR. JULY OCT. JAN. APR. JULY

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